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FOR IMMEDIATE RELEASE

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CONTACT: Mark D. Weinstein
Executive Director of Public Relations
(Office) 937.766.8800
(Mobile) 937-532-6885

Yellow Jacket Now Flies Over Cedarville University Campus

CEDARVILLE, OHIO – For the first time in Cedarville University's 128-year history, the Yellow Jacket can now be seen flying over the campus. That's because of the marketing department's initiative to have the school's mascot (a Yellow Jacket) painted on the top portion of the water tower, which is located on the northern edge of campus.

H2O Towers of Saline, Michigan (outside of Ann Arbor), was contracted by Cedarville University to handle the project. The painting of the logo artwork with the words "Cedarville University" took just four days--with the completion being Sunday, July 20, at 8 p.m. According to Chad Jackson, director of marketing for Cedarville University, the painted Yellow Jacket design brings a 15-year guarantee to hold its gloss.

The high-gloss paint, made by Tnemec, is the highest grade of paint available for water towers, said Paul Mitchell, supervisor of Cedarville's water systems. Cedarville's marketing department designed the artwork, but the design was painted on the water tower by Jeff Roosa of DPI Graphics.

Attached are photos of the water tower and a video of the finished product. Click on the following link to see a 24 second video of the finished product: <http://on.fb.me/1MDP9CL>