



Oct. 27, 2003

Contact: Lisa A. Fellers
Director of Communications
Office: (817) 531-4498
Cell: (817) 874-8683
lfellers@txwes.edu

FOR IMMEDIATE RELEASE

**Texas Wesleyan billboard campaign expands
with twice as many signs and a fun campus contest**

FORT WORTH, Oct. 27 – Texas Wesleyan University continues to decorate the streets of the Metroplex with 34 new boards in its billboard campaign of signs.

Thanks in part to ClearChannel Outdoor, the University acquired the signs as part of its marketing plan to promote awareness in the community.

Wesleyan President Harold Jeffcoat praised the installment of the billboards as a strong part of the University's commitment to reinforcing its image as an outstanding place for those seeking the best in higher education.

The University's Office of Communications helped design the billboards. The three varying designs feature Wesleyan's traditional gold and blue signature colors, the highly recognizable flame-image "W" logo, the Web site, www.txwes.edu, and identify the University as located in Fort Worth.

Within the last three months, the Wesleyan billboard campaign has produced more than 100 of the 12-by-25-foot signs throughout the Metroplex.

-more-

Oct. 27 – Billboards and Contest, page 2.

One billboard style, written in English, promotes the University's general image of excellence; another delivers the message in Spanish, and a third sign heralds Wesleyan's graduate programs.

Locations of the 12-by-25-foot signs, which are the object of a campus contest for prizes, are listed below by county, along with contest rules and details.

Arlington

Division Street, 500 feet east of Bowen Road

Alvarado

Hwy 67, 400 feet east of FM 2738

Bartonville

FM 407, 500 feet west of FM 1830

Burleson

I-35, 1.5 miles south of Briar Oaks

Cleburne

North Main Street, 0.2 miles north of Poindexter

Denton

I-35, 0.8 miles south of FM Road 1173

Dallas Drive, 50 feet north of Teasley Lane

Eules

Highway 10, 400 feet west of Pipeline Road

Fort Worth

Hwy 377, 25 feet south of FM 1187

Lancaster Avenue, 255 feet east of Dallas Avenue

Loop 820 SE, 250 feet north of Berry Street

M.L. King Jr. Freeway, 10 feet south of Elmwood Avenue

7th Street, 105 feet east of Penn Street

Alta Mere Drive, 20 feet south of Chapel Avenue

Campus Drive, 0.5 miles north of Loop 820

Everman Road, 0.3 miles east of Oak Grove

Hemphill Street, 325 feet north of Rosedale Street

-more-

Oct. 27 – Billboards and Contest, page 3.

NW 28th Street, 100 feet east of Market Avenue
North Freeway, 0.2 miles north of Pharr Street
North Freeway, 640 feet north of Keller Hicks
South Freeway, 400 feet north of Bewick Street
Vickery Boulevard, 60 feet west of Shiloh Street
White Settlement, 165 feet east of Isbell Road
Riverside Drive, 125 feet south of Devitt Street
Seminary Drive, 115 feet east of Henderson

Joshua

Highway 174, 350 feet south of Canary Lane

Keene

Hwy 67, 0.27 miles west of H&O Road

Keller

Denton Highway, 650 feet north of Keller-Haslet Road

Kennedale

Mansfield Highway, 200 feet south of I-20

North Richland Hills

Davis Boulevard, 50 feet south of College Circle

Rendon

FM 1187, 175 feet east of Bennett Lawson

Sansom Park

Jacksboro Highway, 100 feet south of Cheyenne

Weatherford

Highway 80, 0.4 miles east of Industrial Boulevard
Highway 180, 0.9 miles west of Bankhead Drive

The billboard identification contest is open to all Texas Wesleyan faculty, staff members and students and runs through Nov. 10. Look for the Texas Wesleyan billboards throughout the Metroplex, write down each one you see, fill out an entry form and turn it in. The more signs you see, the better your chances of winning. Billboards should be identified by one of three slogans:

-more-

Oct. 27- Billboards and Contest, page 4.

Get Educated; Educate; or Earn Your Graduate Degree. Entry forms can be downloaded or picked up in the office of communications in the Oneal-Sells building weekdays from 8 a.m.-5 p.m. You can drop off your entry forms there or fax them to 817-531-4262. The drawing will be held Friday, Nov. 14. Winners will be notified by phone and do not need to be present to win.

For more information on the contest, call 817-531-4480.

###