

FOR IMMEDIATE RELEASE

Penn State Homecoming Unveils 2013 Logo

The Homecoming Executive Committee revealed its 2013 Logo at the Blue and White Football Game

University Park, Pa. (Apr. 20, 2013) — In the midst of Penn State's annual Blue and White Football Game, The Homecoming Executive Committee took to the football field to present the newly selected and designed 2013 Homecoming Logo for the first time during the halftime show this past Saturday.

The logo, entirely colored blue and white, features the Penn State Nittany Lion mascot being carried over a crowd at a football game, with each hand being a different size to represent the different generations, and to mirror this year's chosen theme "Generations Evolve, Tradition Remains." However, what may not be initially noticed within the logo is the discrete depiction of Penn State's Old Main Bell Tower. "It [tower] signifies the past of Penn State coinciding with the present, carrying Penn State toward our future," Security Director Rebecca Montgomery said.

This year's logo was designed by Penn State junior Rachael Miller through what could be described as a meticulous process.

"We work with a graphic design class to create the logo and we start by talking to them about what exactly the theme means to us, and they take it from there," Public Relations Director Sarah Kurz, who oversaw the process of selection, said. "Each student submits his or her design and presents them to the Homecoming Executive Committee, and during a meeting we go around one by one and narrow the choices down to pick the one that we think is best."

While the most dominant aspect of the logo is The Nittany Lion mascot, the hands underneath carrying him through the stands symbolize what it really means for generations to evolve here at Penn State.

"If you look at the hands, the beginning ones are smaller and they get bigger, showing that students come to Penn State as freshman and can experience these traditions that all Penn Staters – young or old – can experience," Production Director Allison Konners said. "As people grow older, they realize that these traditions, such as carrying the lion through the crowd, will always remain the same as they come back as alumni."

Homecoming's 3rd Annual Legacy Celebration is set to take place this Wednesday, April 24, in the HUB. Homecoming week begins on Sunday, October 6, with the Homecoming football game falling on Saturday, October 12.

Any additional information about Homecoming can be found on the Homecoming web page

<http://homecoming.psu.edu>.

About Us

Penn State Homecoming is a student-run organization with aims to celebrate tradition and instill pride in all members of the Penn State family through active engagement of students, alumni, faculty and staff across the community. Our organization is comprised of many student volunteers who donate their time to creating a multitude of events that make the Homecoming celebration a yearlong event.

Contact: Sarah Kurz
Director of Public Relations
Penn State Homecoming
(856)-381-3608
prhomecoming@psu.edu

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