



NEWS RELEASE _____ For Immediate Release April 5, 2010

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The campusLink Experience Announces Contest Winners

Ivy Tech Community College–Northeast, Indiana University–Purdue University Fort Wayne (IPFW), and Citilink invited the public to participate in ***The campusLink Experience, March 29 through April 1, 2010***. This spring scavenger hunt-style promotion was to encourage ridership of the FREE campusLink buses between and around the IPFW and Ivy Tech campuses – all for numerous chances at winning several valuable prizes.

Each day riders were given specific task to accomplish – taking a photo or video at a specific location and then posting it to the campusLink Facebook Fan page. A winner has been identified for each task, and the GRAND PRIZE winner is **Joel Nichols**, an Ivy Tech student. He completed each task and will receive a generous prize package containing gift cards from local businesses, school apparel from Ivy Tech and IPFW, and more! Winners were notified through the Facebook page on Friday afternoon and were invited to attend a Tuesday morning media event for the “campusLink Bus Stuff” to claim their prizes.

Contest winners will receive prizes donated from The Bookmark, Firefly, Health Food Shoppe, Wooden Nickel, Dunkin’ Donuts, Java Loco, Fort Wayne Komets, Follett’s, IPFW Athletics, IPFW, Ivy Tech, and Citilink. To view all the photos submitted into the contest, visit www.fwcitilink.com/campuslink and click on the Facebook icon.

All winning photos are attached to the e-mail containing this release.

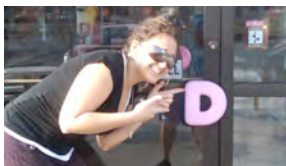
Monday, March 29: Don’t have a cow!

Take your photo with the cow at The Bookmark on North Anthony Blvd.



Tuesday, March 30: Get to work in Neff Hall.

Take your photo with one of the mastodons in Neff Hall at IPFW.



Wednesday, March 31: Dunkin’ over for a donut.

Take your photo with anything Dunkin’ Donuts in the Marketplace of Canterbury.



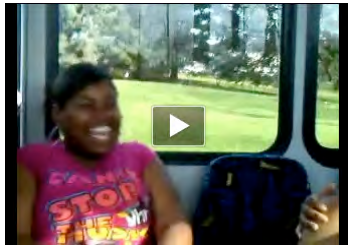
Thursday, April 1: No foolin’. Go Loco!

On April Fool’s Day, we’re not jokin’ around. We want you to take your photo in the sombrero at either Ivy Tech Java Loco location (Coliseum Campus or Student Life Center on the North Campus).

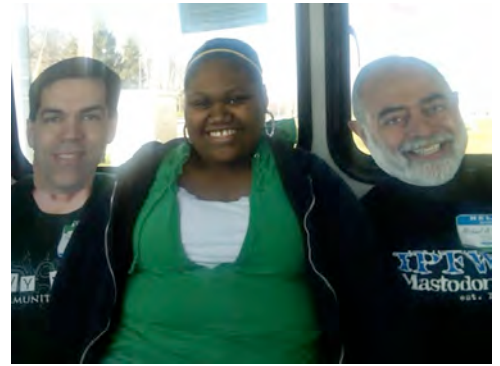
-more-

All week: Ride campusLink with the Chancellors.

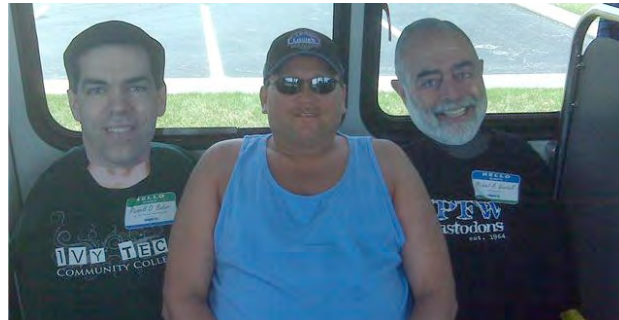
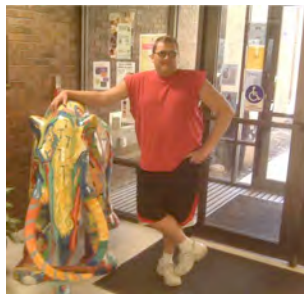
Find the life-size cutouts of IPFW's and Ivy Tech's chancellors in one of the campusLink buses and take your picture with them.



Extra Credit: Post your campusLink video experience (funny or serious) on the campusLink facebook page.



Joel Nichols' grand prize-winning photos



Ivy Tech Community College is the state's largest public post-secondary institution and the nation's largest singly-accredited statewide community college system with more than 120,000 students enrolled annually. Ivy Tech has campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

Indiana University–Purdue University Fort Wayne is the largest institution of higher learning in northeast Indiana, offering nearly 200 prestigious IU and Purdue degrees and certificates. More than 12,000 students of diverse ages, races, and nationalities pursue their education on our 662-acre campus. IPFW combines challenging academic programs with student-centered flexibility at an affordable price. The university's exemplary standards in teaching and research provide unparalleled value for career preparation and professional development in an ever-changing global market. The university's commitment to service makes it an economic, cultural, and societal leader in the region. IPFW is an Equal Opportunity/Equal Access University accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools.

Citilink's mission is to provide safe, courteous, and dependable public transportation at the most reasonable cost to our community. Getting you where you need to go – wherever life takes you.