



***Miles of Impact:
America's First Superhighway***



Presented in partnership with

**THE PENNSYLVANIA
TURNPIKE COMMISSION**

FOR IMMEDIATE RELEASE:
November 12, 2025

MEDIA CONTACT:
Matt Darragh, Chief of Staff,
America250PA
Matt@America250PA.org

**AMERICA250PA ANNOUNCES THE WINNER OF STATEWIDE
2025 DIRECT EFFECT™ INNOVATION CHALLENGE**
Annual Competition Highlights Marketing Skills of PA College Students

HARRISBURG, PENNSYLVANIA – America250PA announces Ursinus College as the winner of its seventh annual 2025 Direct Effect™ Innovation Challenge (DEIC), a multi-round competition that challenges students from postsecondary institutions across the Commonwealth to design and develop integrated marketing campaigns that explore solutions to real-life challenges and questions. Ursinus College competed against four other postsecondary institutions—Rosemont College, Westmoreland County Community College, Penn State Altoona and Cairn University—and received the highest score from a judging panel of industry professionals.

The 2025 DEIC consisted of three rounds: a campus round, a virtual second round, and today's in-person final round at the Pennsylvania State Capitol Complex in Harrisburg, PA. This year's theme—"Miles of Impact: America's First Superhighway"—challenged students to design and pitch original integrated marketing campaigns that bring the Pennsylvania Turnpike's story to life – showcasing its historic impact, highlighting its role in shaping mobility and commerce, and inspiring the next generation of travelers to see the PA Turnpike as a journey of innovation and connection.

Today's event featured remarks from Cassandra Coleman, America250PA Executive Director; Bri Farrand, America250PA Director of Branding & Design and former DEIC participant; Sheri Herbst, Chief Administrative Officer, Pennsylvania Turnpike Commission; and Michael Coran, Attorney at Klehr Harrison Harvey Branzburg LLP and America250PA Commissioner and Education Subcommittee Chair

"The Direct Effect™ Innovation Challenge reflects the promise of Pennsylvania's next generation—their talent, teamwork, and pride in this Commonwealth," said Cassandra Coleman, Executive Director of America250PA. "Working with the Pennsylvania Turnpike Commission gives them the chance to develop creative solutions that shape Pennsylvania's future."

The 2025 DEIC was generously presented in partnership with The Pennsylvania Turnpike Commission.

"Congratulations to this year's winners and to all of the students and schools who participated in this challenge. Their creativity has shone through their bold, integrated marketing campaigns that highlight the Pennsylvania Turnpike's place in history and innovation," said PA Turnpike CEO Mark Compton. "As we look toward the future, we are inspired by the innovative ideas from the next generation on connecting with communities throughout the Commonwealth. We are proud to partner once again with America250PA to host these opportunities for students from postsecondary institutions throughout the state."

America250PA's DEIC was also endorsed by the Pennsylvania Department of Education, the Pennsylvania Commission for Community Colleges, the Pennsylvania State System of Higher Education, and The Association of Independent Colleges and Universities of Pennsylvania.

America250PA looks forward to hosting its last Direct Effect™ Innovation Challenges next fall in 2026.

To learn more about America250PA and the Direct Effect™ Innovation Challenge, please visit www.America250PA.org.

###

About America250PA

The Pennsylvania Commission for the United States Semiquincentennial (America250PA) was established by the General Assembly and Governor in 2018 to plan, encourage, develop and coordinate the commemoration of the 250th Anniversary of the founding of the United States, Pennsylvania's integral role in that event, and the impact of its people on the nation's past, present, and future. The Commission is made up of current and past Pennsylvania leaders, celebrating the rich history and diversity of the state.

America250PA hopes to engage all citizens of the Commonwealth, from each of its 67 counties, to participate in creating a statewide celebration and bringing the Commonwealth's history into the conversation. That shared history gives us the foundation to better understand the origins and diverse viewpoints on the challenges affecting both our Commonwealth and our nation. The Commission's ability to communicate its vision, engage various audiences, and encourage inclusive and cohesive participation is key to a successful America250PA. The visionary framework – especially our E.P.I.C. themes of Educate, Preserve, Innovate, and Celebrate, contains the essential messaging to bring the Semiquincentennial to life across the Commonwealth.