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FOR IMMEDIATE RELEASE:
November 17, 2023

**AMERICA250PA ANNOUNCES THE WINNER OF STATEWIDE
2023 DIRECT EFFECT™ INNOVATION CHALLENGE**
Annual Competition Highlights Marketing Skills of PA College Students

HARRISBURG, PENNSYLVANIA – America250PA announces Ursinus College as the winner of its fifth annual 2023 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. The Ursinus College team competed against four other postsecondary institutions—King’s College, Pennsylvania College of Art & Design, Rosemont College, and Westmoreland County Community College—and received the highest score from a judging panel of industry professionals.

The 2023 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—“Diverse Stories. Unique Communities. ONE Pennsylvania.”—challenged students to design and pitch original integrated marketing campaigns that showcase diverse stories and unique communities in the Commonwealth and aid in America250PA’s mission of engaging “every Pennsylvanian” in “every county.”

Today’s event featured remarks from Cassandra Coleman, Executive Director of America250PA; Bri Farrand, Brand & Design Manager at America250PA; Michael Coran,

Attorney at Klehr Harrison Harvey Branzburg LLP and America250PA Commissioner; Kelli Roberts, Chief Strategy and Communications Officer at The Pennsylvania Turnpike Commission; and Donald Brominski, Director of Business Development at UGI Utilities Inc.

“Watching bright young Pennsylvanians participate in the Direct Effect™ Innovation Challenge each year is beyond inspiring,” said Cassandra Coleman, Executive Director of America250PA. “This next generation of Pennsylvanians holds the keys to our future and ensuring their involvement in the 250th anniversary is crucial to our work. America250PA aims to tell the stories of all Pennsylvanians over the last 250 years, but also hopes to shape the path forward for the next 250. It is our goal that programs like this one will empower these students to get involved and make differences in their communities for years to come,” she continued.

The 2023 DEIC was generously presented in partnership with The Pennsylvania Turnpike Commission and supported by UGI Utilities, Inc.

“The Pennsylvania Turnpike Commission is proud to support the America250PA Commission, be a part of history, and continue our 80-year legacy of innovation in the transportation industry,” said CEO Mark Compton. “The 2023 Direct Effect Innovation Challenge theme is centered on diversity and inclusion, a core value at our agency and an important part of our culture. Through this unique initiative, we will learn from future leaders their ideas for engaging diverse communities and ensuring that their stories and traditions are told as part of this historic anniversary.”

“UGI Utilities Inc., is proud to continue supporting America250PA’s DEIC, which engages the next generation of Pennsylvanians,” said Donald Brominski, Director of Business Development at UGI Utilities, Inc. “The DEIC provides an opportunity for PA students to get creative and showcase some of the amazing things happening in our Commonwealth, while also having a hand in shaping the future by coming up with concepts they want to see developed/implemented through America250PA. UGI understands the importance of connecting PA students to PA businesses, because strong communities are critical to the future success of Pennsylvania.”

America250PA’s DEIC was also endorsed by The Pennsylvania Department of Education, The United States Postal Service, the Pennsylvania Commission for Community Colleges, and the Pennsylvania State System of Higher Education.

America250PA looks forward to hosting Direct Effect™ Innovation Challenges every fall leading up to 2026.

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

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About America250PA

The Pennsylvania Commission for the United States Semiquincentennial (America250PA) was established by the legislature 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. Together, we hope that as Pennsylvanians, we can better understand the origins and multiple perspectives of issues facing our Commonwealth and nation today. 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. theme of Educate, Preserve, Innovate, and Celebrate, contains the essential messaging to bring the Semiquincentennial to life across the Commonwealth.

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