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FOR IMMEDIATE RELEASE

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Western Kentucky University's Imagewest to Work in England *Harlaxton Manor will receive marketing assistance*

Bowling Green, Ky., June 5, 2013— Imagewest, a student-run, revenue-generating, full-service advertising and public relations agency at Western Kentucky University, will be traveling to England this summer. They will spend four weeks working for Harlaxton Manor in Grantham.

Harlaxton Manor is situated in the English countryside about an hour north of London by train. The manor serves as a venue for luxury weddings, concerts and conferences. Built in the 1830s, they host over 30 various events a year. Harlaxton Manor is considered to be one of the top wedding venues in Europe.

"I have never worked abroad or even travelled abroad, so I am anticipating quite a life-changing experience," said Matt Love, senior designer at Imagewest. "I love all things that are visual from graphic and web design to photography, art and videography. It will be interesting to learn how the Europeans do things and how I can further develop my work."

Imagewest has been tasked to brand and market Harlaxton Manor as a premier venue for events. The responsibilities of the team include creating a logo and slogan that will help create a strong brand identity. Students will also be developing a website, creating a social media plan and designing other promotional materials to communicate what Harlaxton Manor has to offer.

"We are very excited to welcome Imagewest to Harlaxton Manor and we desperately need their expertise," said Simon Hawkes, Programs and Events Manager for Harlaxton Manor. "It will be fantastic to collaborate with marketing professionals for four weeks!"

Imagewest has previously made five consecutive trips abroad. The first trip was to Malaysia in the summer of 2008. They visited Spain twice—once to Barcelona and once to Madrid. Then the agency traveled to Paris to work with [Global Editors Network \(GEN\)](#). Imagewest developed goals, strategies and tactics to grow GEN's membership and

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Imagewest

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increase registration for the NEWS! World Summit 2011 held in Hong Kong. Last summer Imagewest traveled to Florence, Italy to work with [Lorenzo de' Medici](#) for five weeks where they provided LdM with a digital marketing plan and a promotional video.

"It's hard to believe that this is our sixth consecutive work trip abroad," said Heather Garcia, Imagewest's agency director. "This unique experience will provide students with global business skills and an understanding of diverse cultures which will serve them well in the workplace."

The internship is an eight-week program from May 28 through July 25. Revenues generated from Imagewest during the semester were used to award scholarships to aid the Imagewest International students. Students participating in the internship are: [Nicole Coomer](#) (Bowling Green), [Davide Fellini](#) (Siena, Italy), [Rachael Fusting](#) (Alexandria), [Martha Holmes](#) (Hendersonville, Tenn.), [Matt Love](#) (Madisonville) and [Alan Schneller](#) (Bowling Green). Group leaders are Imagewest Agency Director Heather Garcia (Franklin) and Faculty Advisor and School of Journalism & Broadcasting Associate Professor in Advertising, Mark Simpson (LeSage, W.Va.).

For further information, contact Heather Garcia or Nicole Coomer at 270-745-8915 or via email at imagewest@wku.edu.

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About Imagewest

Imagewest is a student-run advertising and public relations agency that provides students with real-world agency experience on a local, national and international level. Imagewest allows students to further develop their skills and enhance their portfolio, giving them a competitive edge as they enter the workforce. Imagewest operates year-round and during the summer, the agency travels to work with clients abroad. The agency offers a variety of services such as graphic and web design, media relations and publicity, event planning, large scale printing, consulting, strategic planning, conducting research including the use of an in-house focus group facility and much more.

Imagewest began in January 2004 and is located on Western Kentucky University's campus in the Mass Media and Technology Hall room 331. Any revenues that are generated will go directly back into Imagewest to cover expenses such as equipment, scholarships and educational travel. It is part of WKU's School of Journalism & Broadcasting's Center for 21st Century Media Program of Distinction, which is approved and funded by Kentucky's Council on Post-Secondary Education Regional Excellence Trust Fund.

For additional information about Imagewest, please visit www.wkuimagewest.com. Imagewest can also be found on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).

About Harlaxton Manor

Harlaxton Manor is located in Grantham, England currently owned by the University of Evansville in Indiana, USA. It was built in the 1830s by a wealthy Nottinghamshire businessman, Gregory Gregory. More than 30 various events are held at the manor each year. With such a rich history, Harlaxton Manor stays modern and current with the help of over 300 students living and studying on the campus each year at Harlaxton College.

For additional information about Harlaxton Manor, please visit www.ueharlax.ac.uk or on their [Facebook](#).



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BIOGRAPHIES

NICOLE COOMER | Account and Public Relations Coordinator

- HOMETOWN | Bowling Green, Ky.
- MAJOR | BA, Advertising – May 2014
- FUN FACT | Nicole has never had the chicken pox because she is immune to them.
- [Visit her blog](#)

DAVIDE FELLINI | Sr. Interactive & Graphic Designer

- HOMETOWN | Siena, Italy
- MAJOR | BFA, Graphic Design – December 2013
- FUN FACT | Davide has travelled to 12 countries and has lived in three: Italy, USA and Spain.
- [Visit his blog](#)

RACHAEL FUSTING | Account & Public Relations Coordinator

- HOMETOWN | Alexandria, Ky.
- MAJOR | BA, Advertising – May 2014
- FUN FACT | Rachael's family is addicted to moving, the farthest location being Montreal, Canada.
- [Visit her blog](#)

HEATHER GARCIA | Agency Director

- HOMETOWN | San Diego, Calif.
- FUN FACT | Heather owns Blue Moon Antique Market and loves to hunt for treasures at flea markets, estate sales and auctions.

MARTHA HOLMES | Sr. Designer

- HOMETOWN | Hendersonville, Tn.
- MAJOR | BA, Graphic Design – May 2013
- FUN FACT | Martha started dancing at age two and has danced for 17 years.
- [Visit her blog](#)

MATT LOVE | Sr. Designer

- HOMETOWN | Madisonville, Ky.
- MAJOR | BFA, Graphic Design – May 2013
- FUN FACT | Matt can easily spend most of his evenings messing around on synthesizers.
- [Visit his blog](#)

ALAN SCHNELLER | Sr. Designer

- HOMETOWN | Bowling Green, Ky.
- MAJOR | BFA, Graphic Design – May 2013
- FUN FACT | Alan has seen more than 1,300 movies.
- [Visit his blog](#)

MARK SIMPSON | Faculty Advisor | School of Journalism & Broadcasting Associate Professor in Advertising

- HOMETOWN | LeSage, W.Va.
- FUN FACT | Mark was trained as a painter and uses dogs as his subjects.
- [Visit his blog](#)



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FACT SHEET

THE AGENCY

- A student-run advertising and public relations agency
- Established Spring 2004
- Heather Garcia is the agency director
- It's all about: Real Clients. Real Experience. Unimaginable Benefits.
- Positions include public relations coordinator, account executive, graphic designer, broadcast coordinator and web designer
- Provides services such as consulting, graphic design, website development, research, focus groups, image building, press releases, event planning and more
- The agency was recognized for award-winning work in its first year and continues to receive honors on an annual basis
- The agency serves as a model for other universities
- Any revenues that are generated will go directly back into Imagewest to cover expenses such as equipment, scholarships and travel
- The agency is part of Western Kentucky University's School of Journalism & Broadcasting's Center for 21st Century Media Program of Distinction, which is approved and funded by Kentucky's Council on Postsecondary Education Regional Excellence Trust Fund

THE STUDENTS

- The majority of students who participate are advertising, graphic design and public relations majors
- Students earn course credit during the internship
- Opportunity for students to develop confidence, skills, experience and enhance their portfolios
- Interns at Imagewest communicate with clients face to face
- Interns work hands on as a team on agency projects from conception to completion
- Students have an advantage over other graduates in the job market by completing an internship and having real-world experience
- More than 250 students have participated
- More than half of the interns that have graduated are working in the industry and have secured jobs within several months of graduation

FACT SHEET

Harlaxton Manor

- Harlaxton Manor is located in Grantham, Lincolnshire, England.
- The manor was built in the 1830s for Gregory Gregory, a wealthy Nottinghamshire businessman.
- Gregory spent roughly £200,000 to build Harlaxton, which is equivalent to about \$23,200,000 today.
- Gregory made many of the architectural decisions himself before he partnered with architect Anthony Salvin in 1831.
- It took 12 years to build Harlaxton Manor from 1832 to 1844.
- Gregory died in 1854, after only living at Harlaxton for three years.
- In 1943, the manor was used to quarter the 1st Battalion of the British Airborne Division during World War II.
- Harlaxton Manor was once known as "Stanford in Britain" when the California university offered a program at the manor from 1965-70 before it was bought by the University of Evansville.
- In 1971, Harlaxton Manor gained the title of Harlaxton College when the University of Evansville, in Indiana, USA, turned the manor into their British campus.
- Each academic year over 300 American students live and study at the Manor.
- The manor hosts another 1,000 people during the summer for summer school, conferences, concerts and weddings.
- Harlaxton Manor hosts 10 to 16 weddings, 10 conferences and 12 concerts per year.
- Harlaxton Manor has more than 100 rooms.
- Harlaxton Manor's library has over 22,000 volumes as well as online research resources.
- The manor is surrounded by 117 acres of park and woodlands.
- Harlaxton Manor's 6.5 acre walled garden is considered to be one of the largest in Britain.
- Harlaxton Manor has many secret passageways, which were built to allow servants to travel from room to room without disturbing guests.
- The manor has been featured in a variety of movies, one of the most notable being *The Haunting* in 1999.
- Harlaxton Manor was named one of Britain's "100 Best" English country houses by Simon Jenks of the London Times.
- Former British Prime Minister Margaret Thatcher was born in Grantham in 1925.
- Sir Isaac Newton went to school in Grantham, and the famous apple tree where he discovered gravity is only eight miles away in Woolsthorpe.
- Grantham is said to be the home of the world's first diesel engine made by Richard Hornsby & Sons.