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(Neb.)-CSC's Elmo A Hit At Rapid City Rush Game

By: Chris Fankhauser Posted at: 02/13/2013 08:11 AM

Chadron State College's mascot, Elmo, on the ice at the Rapid City Rush game against the Arizona Sundogs Feb. 9. (Photo by Daniel Binkard/Chadron State College)

(Chadron)-Chadron State College made a big splash at the Feb. 9 Rapid City Rush hockey game. Elmo, the eagle mascot of CSC, took to the spotlight dropping the puck for the start of the game between the Rush and the Arizona Sundogs. Media and College Relations staff, along with volunteers and Admissions staff distributed CSC promotional items and took photos throughout the evening.

Jenna Zanter, director of corporate partnerships for the Rush, called the evening a "huge success." She was impressed by the 185 seats occupied by CSC students, staff, faculty and alums in the sold-out arena. Zanter expressed that Elmo's interaction with the spectators, both on and off the ice, was a great crowd pleaser.

A graduate student and Marketing Liaison in the Media and College Relations Department, Bethany Cook, managed the details of the contract once the decision was made that CSC would sponsor a game to increase awareness of the college. She gave away several Rush tickets through scavenger hunts, trivia quizzes and CSC spirit contests she created on the CSC Facebook page. She said traffic on the college's Facebook page totaled over 7,500 hits during the time of the complementary ticket promotions

—*Tena L. Cook, Interim Marketing Coordinator*

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