



FOR IMMEDIATE RELEASE:

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**AMERICA250PA ANNOUNCES THE WINNERS OF STATEWIDE
2022 DIRECT EFFECT INNOVATION CHALLENGE**
Annual Competition Highlights Marketing Skills of PA College Students

HARRISBURG, PENNSYLVANIA – America250PA announces Pennsylvania College of Art & Design as the winner of its fourth annual 2022 Direct Effect Innovation Challenge (DEIC). The Pennsylvania College of Art & Design team competed against four other postsecondary institutions—Lebanon Valley College, Point Park University, Rosemont College, and Ursinus College—and received the highest score from a judging panel of industry professionals.

The DEIC is 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.

“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 2022 challenge consisted of three rounds: the “Campus Challenge” in September, a virtual second round in October, and today’s in-person Final Round at the Pennsylvania State Capitol Complex in Harrisburg, PA. This year’s theme—titled *Lead PA: The Future is YOUth*—challenged students to design and pitch an original program, project, or event and an integrated marketing campaign that empowers youth and inspires the next generation of Pennsylvania leaders. The 2022 DEIC was generously sponsored by UGI Utilities, Inc.

“UGI Utilities is excited to be a part of this historic project and [we] are proud to support this specific effort where we are engaging 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,” he continued.

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

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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.

MEDIA CONTACT:

Cassandra Coleman

Executive Director, America250PA

CColeman@America250PA.org