



## HERRON SCHOOL *of* ART + DESIGN

# FOR IMMEDIATE RELEASE

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### Herron Open: Mini Golf Mega Art promises nine holes of fun to raise scholarship support

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Image courtesy Innovative

World famous golf enthusiasts **Pete** and **Alice Dye**, along with Herron School of Art and Design, invite you to play nine holes of fun to raise scholarships for Herron students. *Herron Open: Mini Golf Mega Art* will take place on June 7, 2014, from 6:00 p.m. to 9:00 p.m., inside Eskenazi Hall on the IUPUI Campus.

Herron faculty, students and alumni are bringing together miniature golf and the visual arts by creating a course inside Eskenazi Hall. They are teaming up with dozens of community volunteers to bring you one of the most creative fundraisers you will ever attend.

Complete with “club houses” for refreshments, music, and an art-meets-golf silent auction sprinkled throughout Eskenazi Hall’s main floor, the event will highlight Herron’s academic programs for players and onlookers who putt through the one-of-a-kind holes.

Honorary chairs Pete and Alice Dye, chairs **Honorable Ezra “Zeke” and Linda Friedlander** and co-chairs **Cathy Springer Brown** and **Joyce Sommers**, cordially invite you to attend this evening of casual fun for a good cause. VIP ticketholders may have their photos taken with Pete and Alice during a reception beginning at 5:00 p.m. Tickets are on sale now at [www.HerronOpen.info](http://www.HerronOpen.info) with prices ranging from \$35 to \$125. (continued)



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To hear Pete and Alice's thoughts about how art and golf go together, watch a short video clip here <http://vimeo.com/87095669>.

"The Herron Open will be an event not to miss," said Herron's Dean **Valerie Eickmeier**. "I have no doubt that everyone who attends will be talking about it for a long time. Our volunteers are providing dynamic leadership and fully taking advantage of the creative talent and energy of Herron faculty and students."

The Efroymson Family Fund has signed on as the event's presenting sponsor. Additional sponsors include American Art Clay Company/Brent, Brizo Delta Faucet Company, Browning Investments, CliftonLarsonAllen, LLP and Tube Processing Corporation.

For more information about *Herron Open: Mini Golf Mega Art*, contact Telene Edington at 317-278-9469, or at [taedingt@iupui.edu](mailto:taedingt@iupui.edu). Be there and have a ball!

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