

FOR IMMEDIATE RELEASE

Contact: Katrina Hook

hookk@susqu.edu

717-564-3320

Flock the Ave: Students to Reveal New Addition to Campus

Susquehanna University Public Relations Student Society of America Introduces Mascot

SELINGROVE, Pa. – Oct. 9, 2024 – Every Halloween, students from dozens of organizations across Susquehanna University set up tables along University Avenue to distribute candy to the Selinsgrove community. This Halloween, however, one club on campus has a few extra special plans.

The Susquehanna University Paul Dannelly Chapter of the Public Relations Student Society of America is excited to reveal a new addition to the communications department: a public relations-themed mascot.

Modeled after the Blough-Weis Library's beloved Roger the Kiwi, PRSSA's token bird's identity will be unveiled during the Halloween on the Ave event hosted by the university on Thursday, Oct. 31, 6-8 p.m. on University Avenue between Pine and Broad streets. Until then, the bird will remain cloaked in a ghost costume of her own.

Chapter members believe the new mascot will boost participation throughout the organization. The bird, the executive board notes, is a great example of public relations for the club. PRSSA student engagement has seen a rise since discussions of the mascot began, and the bird itself will be hand-crocheted by a first-year club member.

PRSSA and university clubs and organizations will also be offering trick-or-treaters candy, games, food, activities, and music provided by WQSU. Susquehanna University students and Selinsgrove community members of all ages are encouraged to participate in the spooky festivities.

The Susquehanna University Paul Dannelly Chapter of the Public Relations Student Society of America was launched in 1992 and is one of the few chapters in the U.S. to combine the PRSSA organization and a for-credit class. The Society aims to enhance knowledge of public relations and provide access to professional development opportunities. Follow the Susquehanna University PRSSA Chapter on Facebook at Susquehanna University PRSSA and Susky PRSSA on Instagram to stay updated on news and events.

###