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## **NEWS STORY**

### **JMU Students Paint the Town Purple**

Don't be surprised if Harrisonburg looks a little more purple the week of October 21.

Executives of Student Duke Club (SDC) are encouraging members to decorate their residences in as much purple as possible to promote the October 27 Homecoming game at JMU.

"Paint Harrisonburg Purple" takes place the week of October 21 in support of the football game against rival, the University of Richmond Spiders.

Club members may decorate their dorm rooms, apartments or houses and submit pictures of their work for a chance to win four sideline passes to the game.

This is the first official SDC contest, but decorations and outward JMU spirit have always been encouraged each year for Homecoming.

"Use banners, use streamers, use purple and gold Christmas lights, use whatever you want to make your house, dorm room, or apartment stand out above the rest," said Drew Richard, SDC executive board member.

Freshman Lauren Smith has been preparing to decorate the inside of her dorm room and hallway. A friend across the hall and Smith want to build an archway between their doorways.

Apartment dweller Virginia True meanwhile, plans to adorn her deck with a large spider and a lot of purple so the decorations are visible from South Main Street, where she lives.

"Our goal is to start a tradition in Harrisonburg that will have both campus and community get behind the football team. By doing this it will be a visual support for the team

when you drive through Harrisonburg, and alumni, the visiting team, fans and students will know whose territory they're in," said Taylor Adkins, the club's advisor.

SDC executive board members will choose the top 10 entries, and then visit the places to select a grand prize winner and two runners-up.

The judging criteria for entries consist of the decoration's uniqueness, creativity, relation to the JMU vs. UR football game, JMU spirit, and "purple-ness".

"We are so excited to see what SDC members will come up with," said Paige Sumner, SDC president. "The more people that participate, the more fun Homecoming will be. This is a time to show how much we love and support JMU."

The ultimate JMU enthusiast wins sideline passes, second place receives a L'Italia pizza party for 10 people, and third place wins free smoothies from Smoothie King for themselves and their roommates.

The entry form is available at <http://www.purpleout.com>, and contest applicants may submit no more than three pictures of their decorations to [studentdukeclub@gmail.com](mailto:studentdukeclub@gmail.com) by October 25 at 5 p.m.

SDC executives will notify winners by the next day.

"Hopefully the contest will make the Homecoming JMU football game a big event and make the atmosphere more electric," Adkins said.