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**Subject:** Hometown News Ferris State University  
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Dear Editor:

Included below is a hometown news release regarding Kevin Breen of Grant, who recently won the Michigan Council for Internships and Cooperative Education logo competition. Breen is a Ferris State University freshman.

For Immediate Release: February 21, 2006  
Director of News Services

Leah Nixon, Assistant

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### **Ferris visual design student wins logo competition**

BIG RAPIDS - Kevin Breen of Grant, a freshman in Ferris State University's Visual Design and Web Media program, recently won the Michigan Council for Internships and Cooperative Education logo competition.

His logo, which displays a figure wearing a backpack, holding a briefcase and reaching for a star, is being used for marketing and promotional materials by MC-ICE. The vision behind the logo was to represent education through the backpack, cooperative professional work through the briefcase, and the achievement of dreams through reaching for the star. Breen's logo was chosen from approximately 50 submissions from students in colleges and universities across the state of Michigan. He was rewarded with a \$100 American Express gift card for his achievement.

MC-ICE began in 1983 when Michigan was chosen as the first state of the National Council to implement a program linking education with the professional workplace. The program, cooperative education, allows students to alternate between learning in a classroom setting and working within the field they are entering. The Michigan Council works with both the employers and the students to ensure a positive association.

Ferris' visual design program, which offers associate and bachelor's degrees through the university's College of Business, challenges students to create visual information for print, packaging, advertising, web and digital communication solutions. The program trains students to work through first-level thinking to communicate visually and to solve a visual problem. Students work with a variety of different mediums and programs to create print and web communications for a specific audience.

Ferris State University is a four-year public university with campuses in Big Rapids, Grand Rapids and satellite campuses across the state. Ferris offers more than 170 educational programs, including doctorates, master's, bachelor's and associate degrees, through nine academic colleges: Allied Health Sciences, Arts and Sciences, Business, Education and Human Services, the Michigan College of Optometry, Pharmacy, Technology, Kendall College of Art and Design and the College of Professional and Technological Studies. Ferris also has a University College that provides students with instruction in study skills, reading, career exploration and features an Honors Program. Founded in 1884 by educator, Michigan Governor and United States Senator Woodbridge N. Ferris, the university's mission is to be a national leader in career-oriented, technological and professional education.

