

NCA NEWSFAX

NCA • P.O. Box 6407 • BOISE, ID 83707 • 208-342-5402 • Fax: 208-342-0844

FOR YOUR INFORMATION

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Idaho Statesman, Thursday, July 9, 2009

College of Western Idaho launches musical TV ads

The 60-second TV spot features the music of Idaho-born guitarist Ned Evett.

Evett's single "Shine Like a Diamond" sets the tone for the community college's "Step Up" campaign, which includes radio, outdoor advertising, print, TV and special events.

"The TV spot is about the freedom to try," said Shirl Boyce, executive director of community relations and ad-

vancement.

The song will be available for free download on the CWI Web site, <http://cwidaho.cc>. The college is planning an Evett concert on Aug. 29.