



NEWS RELEASE

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Press Conference

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**University mascot gets own soft drink line;
Screaming Eagles beverages to go on sale this week**

A press conference to announce a Screaming Eagles line of soft drinks will be held at 10:30 a.m. Wednesday, April 26, in the Varsity Club Room in the Physical Activities Center (PAC) at the University of Southern Indiana.

Creative Beverage Company (CBC) of Evansville is launching the Screaming Eagle soda in five flavors: cola, citrus, diet citrus, lemon-lime, and Dr. Hoops.

USI President Dr. H. Ray Hoops; Bruce Pearl, the Screaming Eagles men's basketball head coach and Division II Coach of the Year; and Mike Smith, president and owner of CBC, will sample the new products along with alumni, students, and USI fans at the press conference.

"After winning the national championship title, we found we relished being first," said Dr. Hoops. "We are thankful to Creative Beverage Company for introducing this line. As far as we know we are the only University to have its own soft drink label."

Coach Pearl said, "CBC told us every man, woman, and child in the United States consumes 50 gallons of soft drinks per year. I would like to see them drinking Screaming Eagles cola and the other great tasting flavors."

Pearl added, "We may be able to use it as an intimidating factor. I like the idea of visiting teams drinking Screaming Eagles soda during halftime!"

Sporting the bright school colors of red, white, and blue, the Screaming Eagles soda can will carry the USI Screaming Eagles logo, the USI logo, and the Division II championship title.

One of the soft drinks will carry the Dr. Hoops label. Smith said, "I couldn't pass up using the Dr. Hoops label for one of the drinks. Our creative team was so high on the idea and pleased that USI's president agreed to the label's name." Rowe Advertising of Evansville did the design work for the can labels.

The beverages are locally produced and are being stocked in local retail outlets. A portion of the proceeds from the beverage sales will go to USI activities, including the Athletic Department.