

Eastern Virginia Medical School #Felinethropy Campaign
Digital PR Awards
May 2015

Sample campus digital signage images for campaign
(14 screens across campus)



GIVE LOCAL
757!

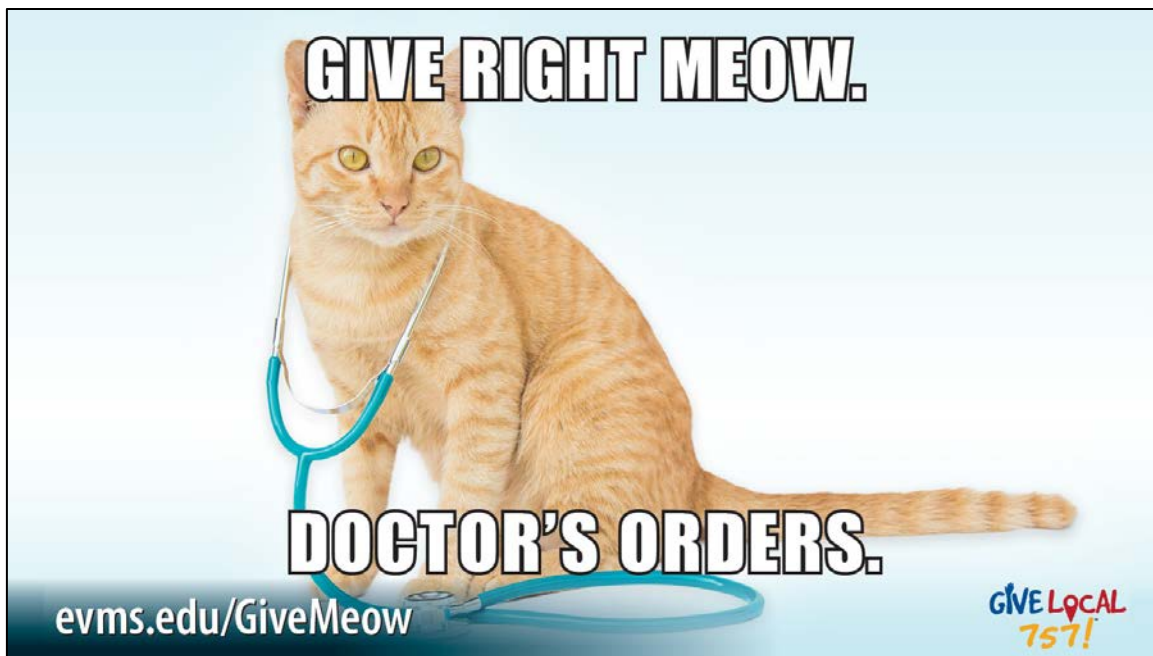
May 5-6, Noon to Noon

**Before you
celebrate,
donate.**

Give right meow.
evms.edu/GiveMeow
#CincoDeMeowo

EVMS
Eastern Virginia Medical School

The image features a central photograph of a small, light-colored tabby kitten wearing a large, brown sombrero. To the left of the kitten is a margarita glass filled with a light-colored liquid, a lime wedge, and a whole lime. The background is a gradient of green, yellow, and orange.



GIVE RIGHT MEOW.

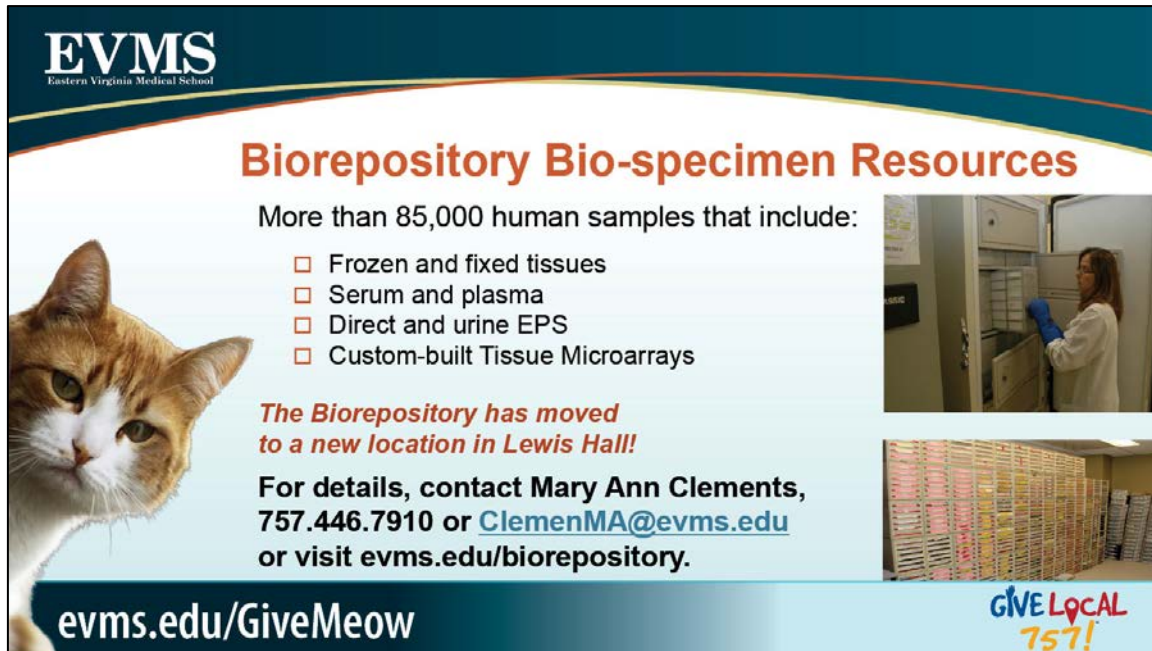
DOCTOR'S ORDERS.

evms.edu/GiveMeow

GIVE LOCAL
757!

The image features a central photograph of a ginger tabby cat sitting and looking forward. A blue stethoscope is draped around its neck. The background is a light blue gradient.

Sample campus digital signage teaser images



EVMS
Eastern Virginia Medical School

Biorepository Bio-specimen Resources

More than 85,000 human samples that include:




- ❑ Frozen and fixed tissues
- ❑ Serum and plasma
- ❑ Direct and urine EPS
- ❑ Custom-built Tissue Microarrays

The Biorepository has moved to a new location in Lewis Hall!!

For details, contact Mary Ann Clements, 757.446.7910 or ClemenMA@evms.edu or visit evms.edu/biorepository.

evms.edu/GiveMeow

GIVE LOCAL 757!



EVMS
Eastern Virginia Medical School

Commencement 2015

The EVMS Commencement website is now live. Visit www.evms.edu/commencement to register for Commencement, order regalia and review upcoming deadlines and announcements related to graduation.

Give Right Meow.

GIVE LOCAL 757!

evms.edu/GiveMeow

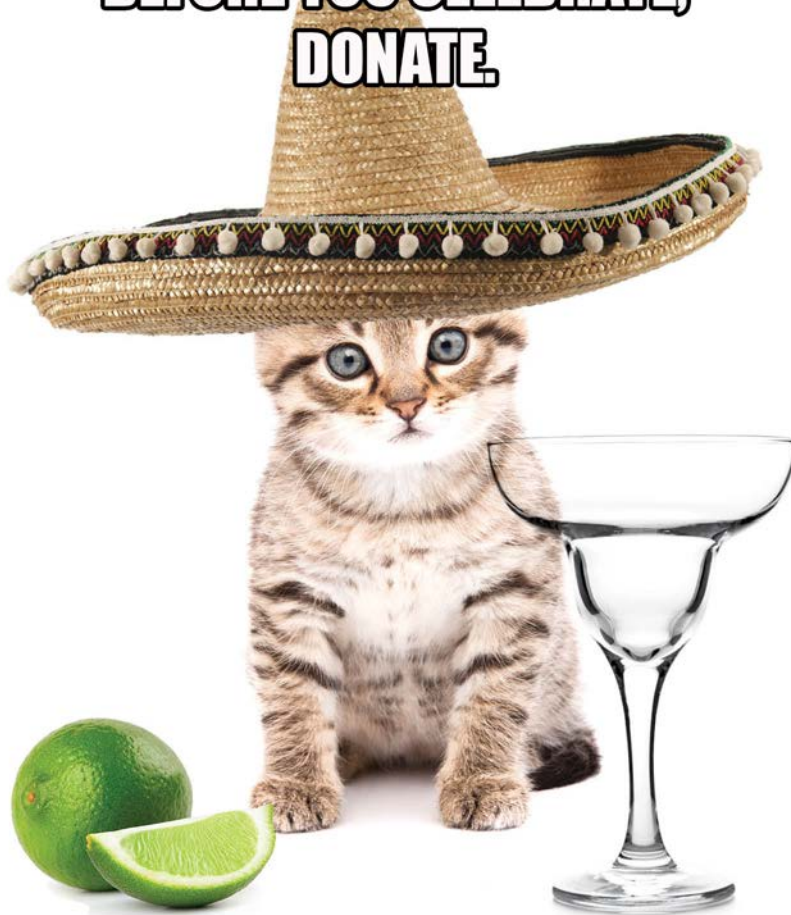


Sample campus print signage #Felinethropy



Sample #Felinethropy cat memes

**BEFORE YOU CELEBRATE,
DONATE.**



**GIVE RIGHT MEOW.
#CINCODEMEOWO**

**HELP CATAPULT US INTO
THE FUTURE**



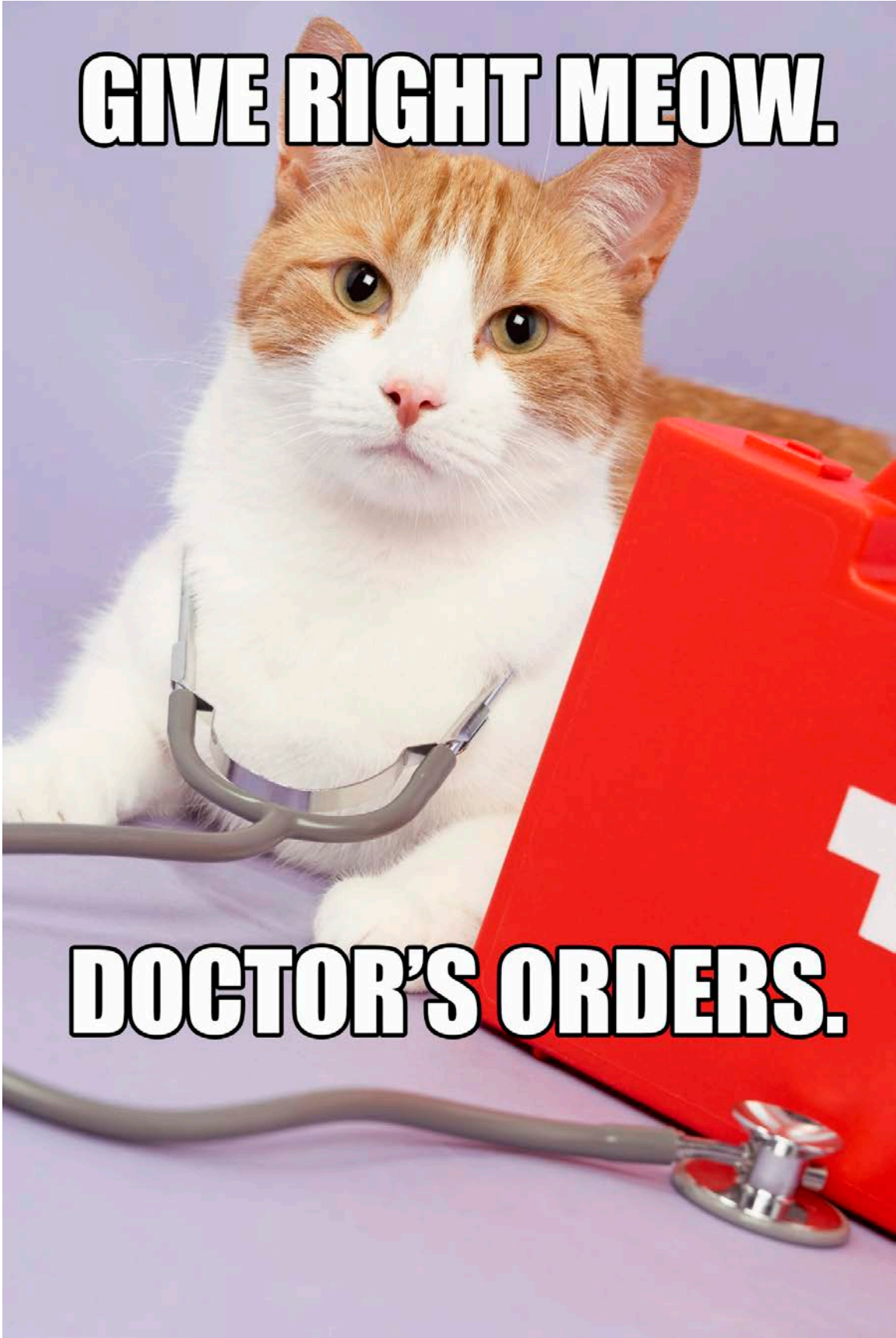
GIVE RIGHT MEOW



NO, CHEEZBURGER IS NOT



HEALTHY FOR YOU.



**DON'T WORRY ABOUT THE SCIENCE,
SILLY HUMAN.**



**TRUST ME.
GIVE RIGHT MEOW.**

