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Blue Out Penn State



Timeline

Findings

More

Interactive Timeline

About

Laura March and Stuart Shapiro
 American University and Unison Agency
 Washington, D.C.

**Graduate Students and Co-Founders from
 The Pennsylvania State University**

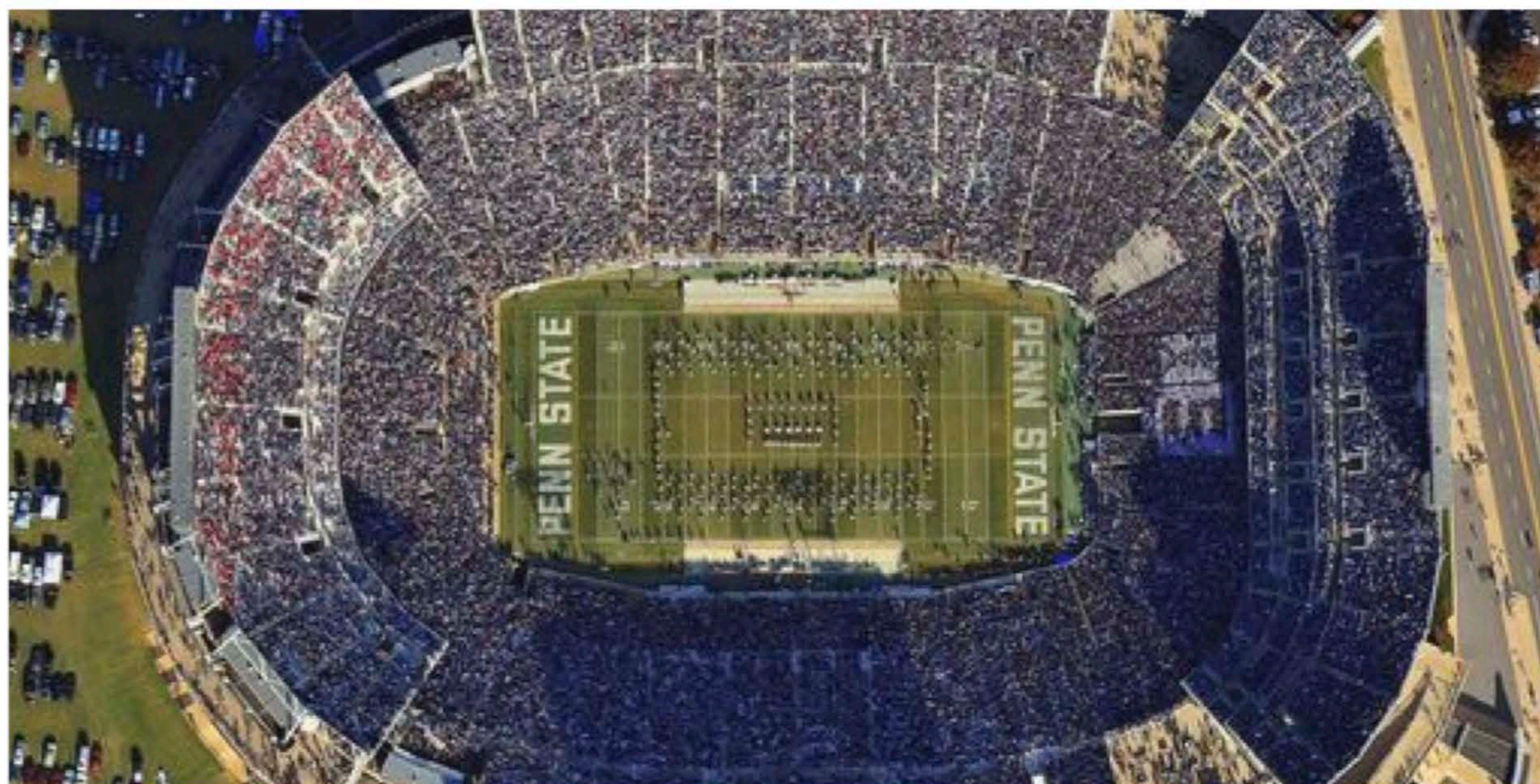
us@marchshapiro.com



Blue Out Penn State

November 11, 2011

A successful grassroots event - with 100,000+ others.



Photos & Memes



Blue Out Penn State distributed educational materials and blue ribbons

November 11-12, 2011



NPR Morning Edition

November 10, 2011

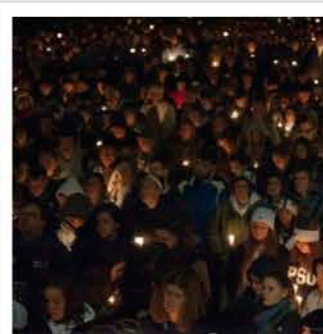
The first shipment of Blue Out shirts designed by March sells out within three hours. - over \$126,000 donated.



Shifting attention to child abuse

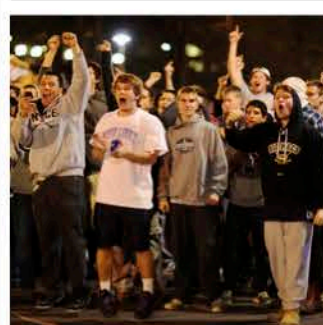
Without guidance from administrators, Penn State students take it upon themselves to find constructive outlets.

Related Events



Student-Organized Candlelight Vigil

November 11, 2011



Thousands of Penn State Students Riot

Unrest after Coach Paterno fired
November 9, 2011



Sandusky's Grand Jury Report Leaked

November 4, 2011



Penn State Football

November 7, 2011

Penn State's athletic marketing department agrees to stop promoting the competing White Out event as the Blue Out Facebook page grows by 3 supporters per second. - with 11,000+ others.