



3240 Fort Road • Toppenish, WA 98948  
(509) 865-8500

**Date:** January 27, 2016

**Contact:** David Mance, Media Relations Coordinator, 509-969-6084 or  
[mance\\_d@heritage.edu](mailto:mance_d@heritage.edu).

### **FOR IMMEDIATE RELEASE**

## **Heritage University Launches Campaign Featuring the Work of Renowned Native American Photographer Ryan Red Corn**

Toppenish, Wash. – Heritage University launched a new recruitment campaign featuring the work of renowned Native American artist Ryan Red Corn of the Osage Nation in Oklahoma. The campaign, known as "Possibilities," features six of the 74 Native American students who are attending Heritage.

Red Corn is an accomplished graphic designer and photographer, and is co-founder of the design and marketing firm Buffalo Nickel Creative. Red Corn and his work have been featured in *First American Art Magazine* and *Indian Country Today*. Last October, he lent his talents to the creation of this campaign. Red Corn photographed students Jacob Billy (Yakama), Amanda Carroll (Peguis First Nation), Michelle George (Yakama), Josephine Honanie (Yakama and Hopi), John Littlewolf (Yakama) and McHale Mansfield (Yakama).

The striking photographs of each student are used in advertising that includes print, direct mail and online media. The ads focus on the promise that these students hold for their communities and the world, once they graduate from college.

The 'Possibilities' campaign drives students to the website [heritage.edu/possibilities](http://heritage.edu/possibilities) where they can learn more about academic programs, student life, scholarships, financial aid and student support programs available to Native American students.

"We want to both recognize the amazing things our students are accomplishing and also inspire would-be students to see themselves in each of these students," said David Wise, vice president of marketing and communications at Heritage. "Students in the Yakima Valley can accomplish

anything they set their minds to, and we want them to explore the world of possibilities that exist for them through higher education.”

Billy, a senior majoring in Environmental Science, was honored to be part of the ‘Possibilities’ campaign.

“It was a great experience to work with an amazing artist like Red Corn,” he said. “I am humbled to know that the pictures he took of me and the other students will be used to motivate others to pursue college and all the possibilities that come with an education.”

For more information, contact David Wise at (509) 865-0717 or [wise\\_d@heritage.edu](mailto:wise_d@heritage.edu).

# # #

*Heritage University is a non-profit, independent, regionally accredited institution of higher education offering undergraduate and graduate education across the state of Washington. Visit our website, [www.heritage.edu](http://www.heritage.edu).*