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### 30-second PSA: UM Homecoming kicks off with music at mall

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The University of  
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**NEWS RELEASE**

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Sept. 23, 1998

PSA, 30 seconds

**UM HOMECOMING KICKS OFF WITH MUSIC AT MALL**

THE UNIVERSITY OF MONTANA WILL LAUNCH ITS HOMECOMING 1998 FESTIVITIES WITH PLENTY OF POMP SATURDAY, SEPT. 26. THE PUBLIC IS INVITED TO WITNESS THE UNVEILING OF A HOMECOMING PRIZE PACKAGE AT SOUTHGATE MALL WHILE LISTENING TO CLASSICAL AND MARCHING MUSIC, COURTESY OF UM'S STUDENT MUSICIANS. REGISTER AT CENTER COURT FROM SATURDAY, SEPT. 26, THROUGH NOON FRIDAY, OCT. 2, TO WIN THE PRIZE PACKAGE, WHICH INCLUDES A RIDE IN A NEW CAR IN THE HOMECOMING PARADE SATURDAY, OCT. 3, TICKETS TO THE HOMECOMING FOOTBALL GAME AND DINNER AT A MISSOULA RESTAURANT.

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RM  
Local radio, TV  
HC98kick.psa