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NEWS RELEASE

FOR IMMEDIATE RELEASE:

Strawberry Festival Theme to Find the Heart Beat of Southern Adventist University

Collegedale, Tenn.—Lucas Tanka with a production and editing team of nine students has worked countless hours to produce one again, another documentary on the life of students at Southern Adventist University.

The Strawberry Festival will take place on April 13 at 8 p.m. in the Iles P.E. Center, on the campus of Southern Adventist University.

In 2011, Ryan Moore, the Strawberry Festival Director saw to change the history of this event forever. He pitched the idea of producing a Strawberry Festival that documented the lives of four students at Southern and those around them. This bold move then inspired directors to follow to take it a step further.

This year the Strawberry Festival will be focused on the theme of 'What Drives You'.

Director Lucas Tanka, will not be focusing on a set number or group of students. Rather is he trying to find the heart beat of the campus, and in doing so, he is getting everyone as best as he can. He wants to find out what is it at our core that makes us who we are.

"What drives us to pass up going out with friends to study and work on our assignments," said Tanaka.

The Strawberry Festival has been around for an estimated 40 years as a part of student life at Southern. Until 2011, the festival was mainly focused on a year-end review of student activities and life through pictures with some music.

"It is not about following a set of students, a strong misconception, it is about a theme and a variety of students exploring that theme," said Tanaka.

This will be Tanaka's second year as director of the festival and he loves it. He has a passion for documentary films and sees the power of them. Tanaka is a senior film production major graduating this coming May. He will be using the festival's production, as his senior project producing a documentary he feels will make a difference.

Student Life and Activities is a vital department at Southern Adventist University. This department is under the direction of Kari Shultz and the Student Services department. Established in 1892 by the Seventh-day Adventist Church, Southern Adventist University is a private university with an estimated enrollment of 3,000 graduate and undergraduates. The university is located in Collegedale, Tennessee offering associate, baccalaureate and master degrees.

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