

[Back](#)

Article published Aug 12, 2008

A winning season is only highlight Purdue QB cares about Curtis Painter is the subject of a big Boiler marketing campaign.

Curtis Painter finds perspective amid hype. Purdue's senior quarterback sits surrounded by calendars and DVDs - billed as "Painting a Masterpiece" — promoting his award-winning worth by listing his accomplishments.

"It's cool," he says. "They did a great job with it. It's neat preseason stuff, but it doesn't carry over to the field. We have to win games."

Purdue officials came up with a marketing strategy to get Painter's name in the minds of the media members voting for the Heisman, Manning Award, Johnny Unitas Golden Arm Award, Davey O'Brien Award, All-America and all-Big Ten honors.

They will mail out the calendars and DVDs. There's also a Web site, curtispainter12.com.

The Web site includes news and notes on Painter, plus video features and highlights. The calendar - which runs from now until January 2009 — has photos, facts and figures. The DVDs show highlights of Painter's best plays to a musical background. There are a lot of highlights considering Painter has thrown for 8,763 yards and 56 touchdowns in his career.

Painter also will be one of 22 college players writing a weekly column in Sporting News Today. His columns will be linked from his Web site.

Will all this help? Perhaps, but Painter says it mostly comes down to winning.

"These individual awards and recognition are the result of a great season," he says. "It will come with a lot of wins. Hopefully our team will be in position to make a great bowl and have a chance to win it."

Those chances have improved now that 15 key players who spent at least part of the spring sidelined with injuries are back practicing. They include offensive linemen Zach Reckman, Sean Sester and Zach Jones, defensive backs Torri Williams and Brandon King, and receivers Desmond Tardy and Greg Orton.

King has recovered from offseason shoulder surgery so well that Boiler coaches have moved him from safety to cornerback.

That opens up a spot for highly regarded junior college transfer Dwight McLean.

Purdue, which began practicing Sunday, will open its season Sept. 6 at home against Northern Colorado.
