Rah! Rah! Rah! Rah!

By JANE ARNOLD

Varsity-Mania - the UNB CAMPUS ENTERTAINMENT ATHLETICS PROMOTIONS PROGRAM is "new, exciting and catching on "according to vice president external Carl Burgess.

Campus Entertainment, as a result of interest expressed by students concerning lack of spirit on campus, has taken the initiative to set up and coordinate a varsity athletics promotion program. With three goals in mind: an increase in the amount of fan support at UNB Varsity home games, increased awareness by both students of UNB and the City of Fredericton as a whole, and an increase in the pride and committment that coaches, players and staff have towards their teams, athletic program and the university in general. The program will focus on four main spectator sports at the university for its first year of operation. Women's basketball and men's basketball, soccer, and hockey are the target sports but the program is committed to include any UNB hosted AUAA Championship or major tournament where a UNB team is a contender.

Varsity-Mania consists of three main phases: weekly promotions, special events and a follow up evaluation. On a weekly basis, Campus Entertainment will publish and distribute on campus and around the City of Fredericton a colour poster series announcing all upcoming games. *The Brunswickan* and CHSR-FM will announce upcoming games and post-game reports will be carried as in past years.

There will be 10 special events throughout the school year. The events will be based around one of the target team's home games with the main focus being placed on participation from the residence system. Inter-residence competitions will be held with extensive contests and giveaways at all events. Prizes include weekend trips, VCR's, House Socials, Memberships, etc. Hoping to increase participation, Burgess said a direct mail-out will be going to all residence students.

Believing the best method to improve yourprogram is to evaluate what you've already attempted, Burgess stated that every step of Varsity-Mania will be followed up to evaluate effectiveness. Attendance counts. Surveys and personal interviews will determine the program's strengths and weaknesses.

Burgess believes "it's the role of the Student Union to get involved in promoting other entertainment events besides movies, guest speakers and live-entertainment and the role of everyone on campus to support varsity athletics and create school spirit."

Sponsorship by several sources have helped to create Varsity-Mania and its success to date. Burgess has committments for various prizes and donations from the Brunswickan, CHSR-FM, SMART-PACC, the UNB Athletic Dept., VIA Rail, SMT Bus, COKE, the College Hill Social CLub, and Moosehead Breweries. "Without the help of these sponsors, Varsity-Mania would lack the tools for success," states Burgess.

With the next home game this Saturday at 2:00 pm, the UNB Redshirts will be looking for Varsity-Mania at Chapman Field. A pre-game warm-up begins at 1:00 pm at the CHSC with a cool-down slated following the game. Give-aways and prizes will be awarded for those ready to support the Redshirts and have a great time.

Overall, Burgess feels the Student Union is well on its way to achieving their goals and is extremely pleased with the response thus far after only one week of promotion.

Booze Rules

By KYLE SCOTT

It seems the new regulations regarding the consumption of liquor on the UNB campus are not as new as was first believed.

After speaking with Campus Bar Services it was discovered that the regulation stating that only one drink at a time could be purchased, one drink including one beer or one ounce of hard stuff, had been in effect since 1982, but this regulation was not enforced at all by Bar Services.

This regulation applies only to wet and dry functions on campus. It is a definite deterrent to legal age drinkers from buying drinks for their younger friends. After all, who wants to stand in line to get a drink for someone when you cannot get one yourself? For a wet only function the limit is two drinks, this, of course, keeps people from being too intoxicated too quickly.

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Until all affected students have their cases reviewed and assessed, it will be difficult to determine what the immediate effects of this change in policy will be. UNB/STU Break, break referring to breaking the poverty cycle, hopes that the result of its actions will be clearly stated guidelines so that this fear and confusion on the part of student clients will not happen in the future. They are also recommending that affected students if asked do not sign any documents related to their cases until this issue is resolved and remind people that they have a right to legal counsel. The contact person for UNB/STU Break can be reached at 459-8117 evenings.

Yearbooks In

The 1987-88 yearbook is in. All 200 pages of it. It is the first one produced at UNB in four years. You can get yours for $24.00 at the Student Union Office. Anyone interested in helping out with this years edition is encouraged to drop by the Yearbook Room, 30 of the SUB.

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