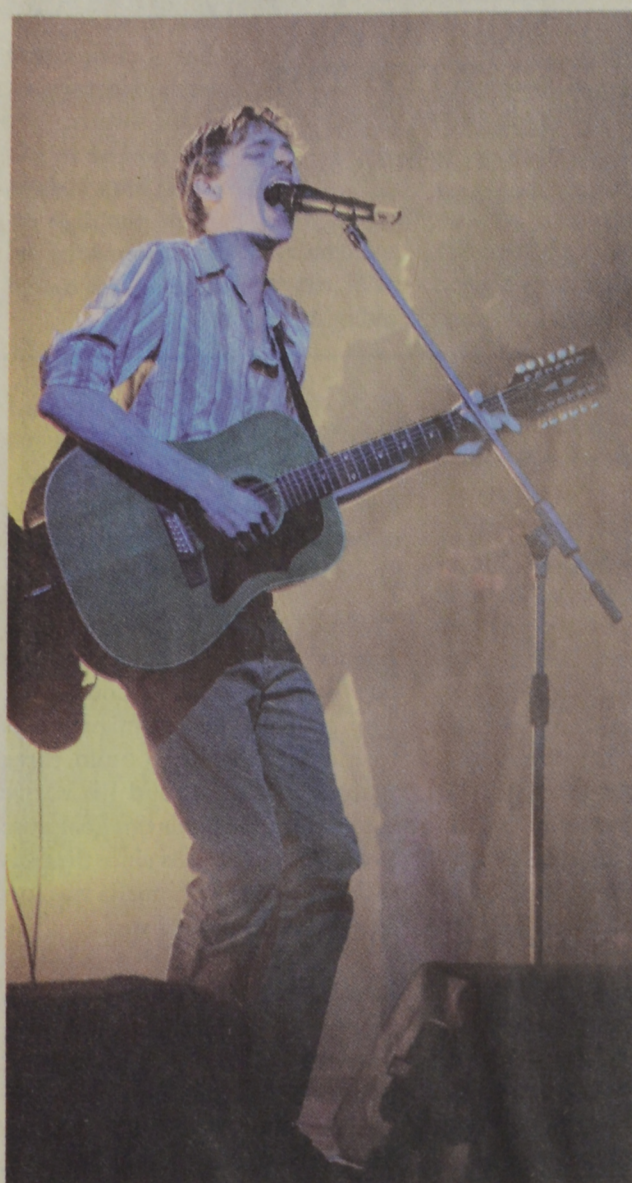


The Brunswickan



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ECMAS HIT THE BEACH



Andrew Meade / The Brunswickan

A weekend of everything from rock to blues to metal brought the ECMAs to Fredericton with a bang last weekend. Artists like Joel Plaskett (who took home six awards), Slowcoaster, Wintersleep, and Chris Colepaugh shared stages across the city, filling venues like the Sirius Satellite Radio Rock Stage, the Sennheiser Stage, the packed-to-capacity Rock the Hill show at the UNB Student Union Building, and the awards gala at the Aitken Centre.

Wellness month UNBeatable

by Mitchell Bernard

You may have heard the slogan within the last few weeks, as students across campus are taking advantage of "UN-Beatable U" - which the UNB Wellness committee couldn't be happier about.

"So far, as far as I know, it has been going well," said Kate Morrison, UNB Campus Wellness Assistant.

UNBeatable U is a month's worth of seminars, workshops, and other activities offered in conjunction with the UNB Wellness Committee. The committee has dubbed February Wellness Month as they attempt to offer UNB students opportunities to better themselves.

Morrison, along with the other members of the UNB Wellness Committee, is encouraging all students to use the seminars to their advantage and

learn more about the keys to a healthy lifestyle.

"We believe in seven dimensions of wellness," said Morrison. "These [seminars] cover those seven dimensions [physical, social, emotional, spiritual, intellectual, occupational, and environmental]. Basically, we just want people to be emotionally and spiritually balanced, and have opportunities to work on their career goals.

"It's not just about being physically active and eating well. There is a lot more that goes into it. We want people to be emotionally and spiritually balanced, and have opportunities to work on their career goals.

"We just hope these workshops will give them an opportunity to learn more about being well and that way they can continue to be well over the next years of their life."

This year, the Wellness Committee decided to make the wellness activities a month long event, which Morrison believes will enable people to attend more of the activities.

"Last year it was set up as a one-week event. The idea was to try it out for the month. It would spread it out and give people an opportunity to attend more than one thing because if you put it all in one week, depending on the week, it is maybe too busy for some people."

The Wellness Committee hopes that this year's month of activities will spark an interest with the students of UNB.

"We would love to offer things throughout the year as well. Right now, this is sort of all we can do and hopefully the word will get out and people will become more and more interested in wellness for themselves, and for their family. Then maybe there will be more of a need for these types of things throughout the year."

Events this week include a "Stress Management" workshop on Wednesday from 9-10 am. Counseling Services at the Alumni Memorial Building will host the event, which will teach students

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Putting the U back in UNB

New marketing campaign is aimed at increasing enrollment at both UNB campuses.

by Lauren Kennedy

It's hard not to watch your favourite television show recently or walk down a corridor and not see an advertisement for the University of New Brunswick's new recruitment campaign entitled "Only One U."

This retention and recruitment campaign is aimed at increasing the enrolment for fall 2008 on both UNB campuses in Fredericton and Saint John. It was the brainchild of communications and marketing teams, the U First

Student Recruitment and Retention office, UNBSJ's registrar's office and M5 Marketing who came up with the idea of having a contest over Facebook, offering prospective students a chance to win a tuition credit of \$5,000.

Scott Duguay is the Associate Executive Director of the U First Integrated recruitment and retention office and explains the reason behind offering the free tuition prize.

"The free tuition idea came from some focus groups we held in some high schools, and it seemed to be a popular item. Free tuition ranked higher in the minds of prospective students rather than a laptop, for example," he explained.

It originated as a bi-campus initiative and was implemented at a time where it's an important time for recruitment, and Duguay and his partners try and come up with innovative ways, such as offering a tuition credit to raise awareness of UNB. He explains that this particular campaign is unique in that

it is one of the first times both UNB and UNBSJ have worked this closely together.

The campaign is primarily focused on the Maritimes, Ontario, and Alberta but is supposed to reach across Canada. When asked why skip some provinces, Duguay elaborated.

"In terms of our target audience, Alberta is one of those markets. We have a lot of alumni in Alberta who have been helping us. Obviously we are prone to the Maritimes, which leaves out a few provinces, but really anyone in Canada is eligible to win the tuition contest."

The free tuition contest would be nice if it was offered to anyone, but as Duguay explains, it is only open to prospective UNB students and he defines prospective students as just that: newcomers to UNB. He feels it is particularly important at this time to promote the campaign as much as possible because demographic challenges are

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Jumpers to brave the freezing weather for a good cause

by Lauren Kennedy

On Saturday, February 16, Bridges House polar bears will be jumping in freezing water in negative conditions; the annual House Polar Dip supports the IWK Children's Hospital.

In a move by the University of New Brunswick Residential Life and Conference Services, two floors of Bridges House shut down due to low enrollment and were converted into offices for professors. With less residents than Bridges has ever had, it was questioned whether this would affect the long-

standing polar dip tradition.

Susan Charchuk is the PR representative for the house and feels that even though there may be fewer residents, this will not affect house spirit.

"I'm really hoping to make this the best polar dip yet. Cliché, I know, but we're adding a lot more activities to get people more interested in the tradition and hopefully raise more funds from this," she explained.

Something new that in the polar dip tradition has been to hold a Mini-Olympics, along with a BBQ where the proceeds will go to charity and live music by local talent, as well as people from the house will be selling tickets for various items, again where the profits will go to the IWK.

The Mini-Olympics will consist of five different events such as a tug-of-war, a three-legged race in the snow, a residence house challenge where each house must sculpt something that represents their house, snow dodge ball, and boot hockey.

The finale of the day happens at 3 pm, where students will be plunging into icy waters in a pool located in front of the house.

"We're trying to get at least one person from each residence on campus to jump and we've almost got that registered. Anyone can jump this year as long as they raise \$30 and agree to sign a waiver saying they will not consume alcohol 24 hours before the jump," said Charchuk.



Submitted to The Brunswickan

Bridges House's annual Polar Dip takes place this Saturday in the quad.

It is Adam LeClerc's fifth polar dip and he has seen many sights. Most people really get into the spirit of the day and choose to dress up in costumes while they jump; LeClerc has dressed up in some outrageous outfits.

"I've [plunged] while wearing girl clothes, formal wear, Goldilocks and the three bears, and last year I did the "dick in a box" skit from Saturday Night Live. I love coming out of the house all dressed up while "Ice Ice Baby" is playing and everyone is watching," he said. "People have come up with the craziest new and different outfits every year and I think that's the main reason why it's such an exciting and fun event to participate in and watch."

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