Chamber says pre-game promotions for Hurricane Bowl proved successful Staff Writer A pre-game public relations push brought fewer people to the Hurricane Bowl than were origanally set to attend the A&M-Alabama game tion and Visitor Bureau) are funded by the city is to help things like city tourism. This was right in line with our purpose." The Hurricane Bowl Steering Committee included A&M Student Government Senators Beth Ammons and Michael Kelley. "We also helped find the skydiver and fireworks. We were mainly trying to get the students excited." Bell began working to make the output of the skydiver and fireworks. We were mainly trying to get the students excited."

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used in the const "Novak said. He will hold a follow

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indoors

to attend the A&M-Alabama game, but the Bryan-College Station Chamber of Commerce still calls it a steering committee of 60, she said.

expected for the Sept. 17 game, but some positive promotional activ-only 59,152 attended the Dec. 1 ities."

match-up.

The Hurricane Bowl was marked y special activities before and durig the game in an effort to build exement, increase attendance and gain lost revenue for local busi-

The Texas A&M-Alabama football game, originally scheduled to be played Sept. 17, was sold out and all hotels were full at that time, said Anne Bell, director of the Bryan-College Station Chamber of Commerce Convention and Visitor Bu-

Bell organized the Hurricane Bowl activities after receiving several sted in making the postponed game mass media helped advertise the omething out of the ordinary, she event.

"We experienced committee work at its best," Bell said. "I think we had

Bell's committee organized, among other things, the skydiver who brought the game ball to Kyle Field, the halftime fireworks show and the hot-air balloons at the south

end of Kyle Field.

The city of Bryan sponsored the skydiver, the Bryan Coca-Cola/Dr. Pepper Bottling Company sponsored the fireworks and the balloons were already in town for the Tayas were already in town for the Texas

Championship Balloon Race.
"It was not a major financial investment (for the Chamber of Comreau. Many hotels were forced to merce)," Bell said. "It was primarily turn away Texans fleeing Hurricane a big investment of time. Our expenses were in the Hurricane Bowl caps given to the football teams."

Bell said the public relations activphone calls from residents inter- ities were successful because the

Bowl Committee of about 20 students, she said. That committee helped organize promotion of the game on campus.

"We were in the MSC Nov. 29 through Dec. 1 passing out hurricane tracking charts," Ammons said.

ipants' signs were hung on the north gates of Kyle Field.

A spokesman from the University of Alabama Sports Information Department said the Hurricane Bowl activities were done tastefully and in good humor.

Vehicle thefts increasing, owners should take notice

while Dallas County thefts rose about 11 percent compared with the

same time last year, a spokesman for Texas Action Council on Theft said. There were 2,296 El Paso vehicle thefts and 13,485 Dallas thefts, Jerry Johns, chairman of public affairs for

the council, said Tuesday. El Paso and Dallas lead the state in "We wanted to help boost attendance at the game (on Dec. 1)," Bell said. "The reason we (the Convensaid." "Et Paso and Dallas lead the state in the number of vehicles stolen, Johns said in a statement. Some sections of the state recorded modest declines in vehicle theft, he said.

AUSTIN (AP) — The vehicle theft in Dallas cost more than \$134 million in the first six creased a "staggering" 96 percent during the first six months of 1988, while it cost \$23 million in El Paso, Johns said. The million in El Paso, Johns said. The figures are arrived at using an average vehicle cost of \$10,000 each, he

> "Most of the vehicles stolen seem to be disappearing from shopping centers, office complexes, hospitals and other public areas," he said.

The "best deterrent" to auto theft is installation of an anti-theft device, Johns said. He also recommended that drivers park in well-lighted areas, put valuables in the trunk, lock the car and pocket the key.

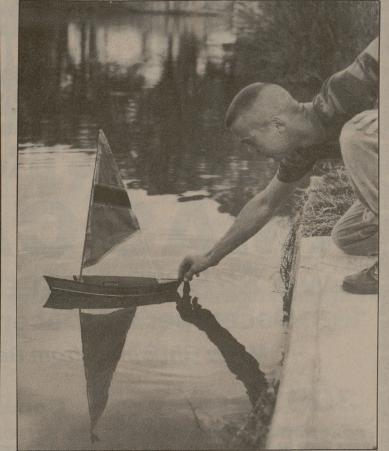


Photo by Ed Thomas

Whatever floats your boat . . .

Will Nelson, a junior construction science major, tests his final project of the year for sea worthiness at the research park Sunday

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