

Chamber says pre-game promotions for Hurricane Bowl proved successful

By Sharon Maberry
Staff Writer

A pre-game public relations push brought fewer people to the Hurricane Bowl than were originally set to attend the A&M-Alabama game, but the Bryan-College Station Chamber of Commerce still calls it a success.

A capacity crowd of 72,387 was expected for the Sept. 17 game, but only 59,152 attended the Dec. 1 match-up.

The Hurricane Bowl was marked by special activities before and during the game in an effort to build excitement, increase attendance and regain lost revenue for local businesses.

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 Bureau. Many hotels were forced to turn away Texans fleeing Hurricane Gilbert.

Bell organized the Hurricane Bowl activities after receiving several phone calls from residents interested in making the postponed game something out of the ordinary, she said.

"We wanted to help boost attendance at the game (on Dec. 1)," Bell said. "The reason we (the Conven-

tion and Visitor Bureau) are funded by the city is to help things like city tourism. This was right in line with our purpose."

Bell began working to make the game a special event. A group of five or six people eventually became a steering committee of 60, she said.

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

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 Texas Championship Balloon Race.

"It was not a major financial investment (for the Chamber of Commerce)," Bell said. "It was primarily a big investment of time. Our expenses were in the Hurricane Bowl caps given to the football teams."

Bell said the public relations activities were successful because the mass media helped advertise the event.

"A lot of people in the media are big A&M fans and we know who they are," she said. "We sent press releases to them."

The Hurricane Bowl Steering Committee included A&M Student Government Senators Beth Ammons and Michael Kelley.

Ammons formed a Hurricane 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.

"We also helped find the skydiver and fireworks. We were mainly trying to get the students excited."

Ammons' committee also sponsored the Spirit Sign Contest. Participants' 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

AUSTIN (AP) — The vehicle theft rate in El Paso County increased a "staggering" 96 percent during the first six months of 1988, 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 the number of vehicles stolen, Johns said in a statement. Some sections of the state recorded modest declines in vehicle theft, he said.

Vehicle theft in Dallas cost more than \$134 million in the first six months of 1988, while it cost \$23 million in El Paso, Johns said. The figures are arrived at using an average vehicle cost of \$10,000 each, he said.

"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.

VIP Membership Extravaganza!!

24 Hour Gyms Of Texas, one of the Brazos Valley's largest co-ed multirecreational fitness facilities is offering a 2 year V.I.P. Aerobic, Fitness and Club membership valued at over \$179.00 and is being offered to you subject to maintenance fees of only \$49 per year

Your "V.I.P." membership offers you access to the following facilities and benefits:

<ul style="list-style-type: none"> • Variable Resistance Weight Equipment . . . 40 pieces including U.S. Fitness, Dynacam, Polaris, Universal and Icarian. • Cardiovascular Training Center . . . complete "state-of-the-art" equipment featuring Monarch, Schwinn Airdyne and Concept II rowers. • Complete Olympic Free Weights . . . with over 12,000 lbs. • Aerobics . . . Scheduled daily with Professional Instruction. Over 90 classes per week in two separate studios with specialized protective flooring. 	<ul style="list-style-type: none"> • Supervised Nursery • Tanning Facilities . . . Featuring Wolff and Meritan. • Coed Whirlpool, Sauna and Steam • Full Amenity Locker Rooms • Pro Shop • Personalized Fitness Programs • Professional and Courteous Staff • Nutritional Counseling and Supplements • Open Year Round . . . 7 days per week. • Much, Much More
--	---

It's Easy to Claim Your Membership

Bring this coupon to 24 Hours Gyms of Texas. Weekdays Noon to 9 p.m. and Saturday 9 a.m. to 2 p.m., and ask for a "V.I.P." representative. This offer may also be extended to your friends and family. Simply bring your workout partner with you when visit the club

Current 24 Hour Gyms of Texas membership are not eligible for this "V.I.P." promotional membership.

846 - GYMS

700 University Drive • College Station, TX