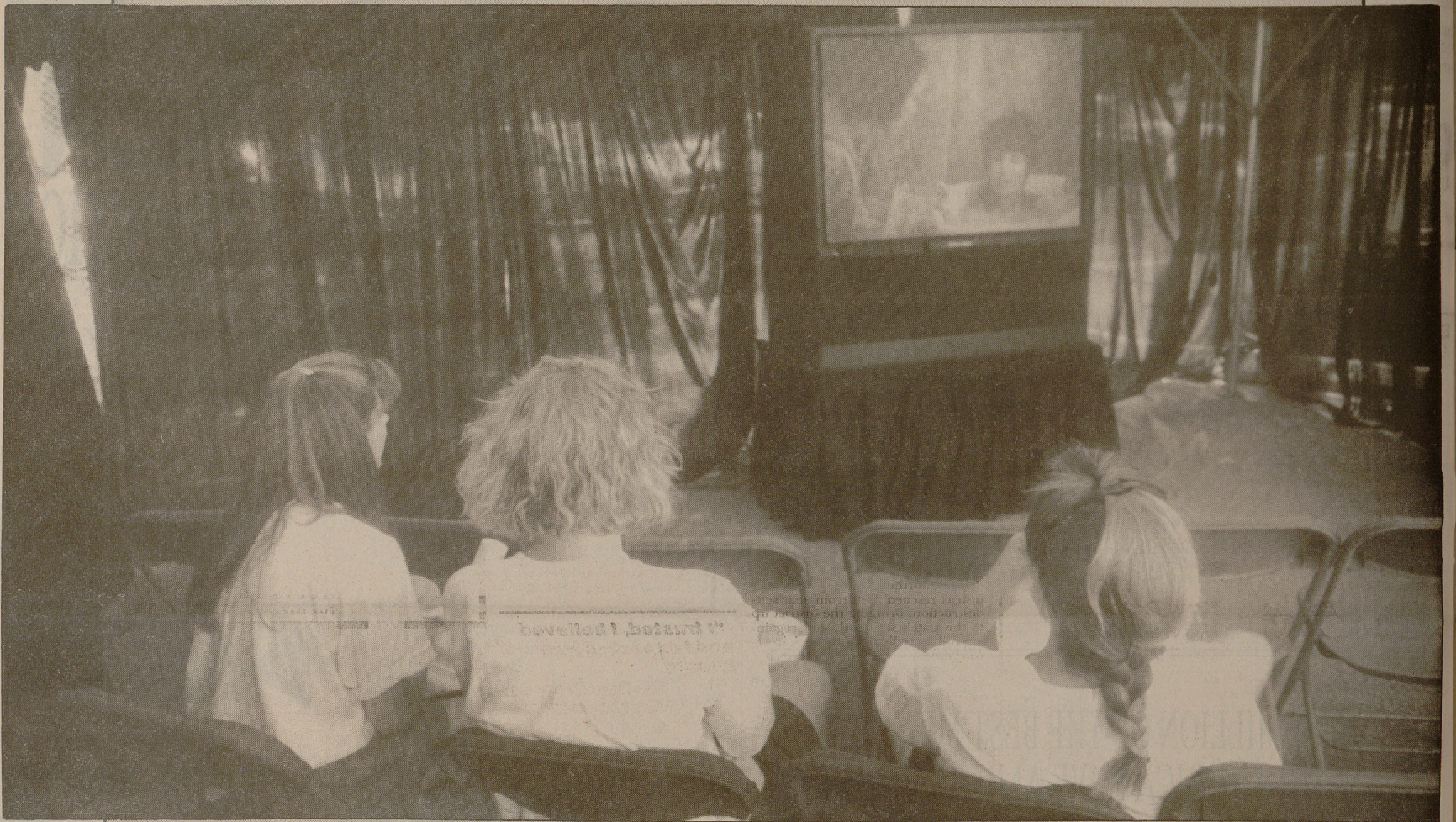


# Campus Fest '90



Dan "Rock" O'Neil, left, a disc jockey at the Aggie 96 radio station, and Gary Duda, a coordinator for Campus Fest '90, make a broadcast from The Grove.



Freshmen Patti Mongoven, left, a general studies major, Valerie Aasterud, middle, a biochemistry major, and Jennifer Kowynia, right, a business major, watch a preview of the movie "Mermaids" starring Cher.

Whether it was acting out a scene from a popular soap opera, shooting basketballs for T-shirts or stuffing their faces with pizza, students attending Campus Fest were treated to a good time.

Representatives from various companies arrived Friday at Texas A&M to promote products during a three-month tour of university campuses.

The promotional is billed as Campus Fest.

Ken Mullner, manager of Campus Fest, said the tour is sponsored by a company called MarketSource, with headquarters in Cranbury, N.J.

Campus Fest evolved because several MarketSource clients wanted to target the college market with products.

Companies such as IBM, CBS, Hershey and Orion Pictures were among the many set up at the Grove during the weekend.

IBM Marketing Representative Clint Goodin said the event gave IBM an opportunity to promote to college students its new personal computers.

Other companies agreed the event was an excellent chance to increase awareness of their products. However, they possessed different tactics when educating the public about their companies.

Margerat Saldajeno, special events field manager, said MarketSource chose companies for the fest that would provide samples, free gifts and demonstrations.

"We approached certain clients because they would be fun for students," Saldajeno said.

Free slices of Domino's Pizza were popular with students. Also attracting attention was CBS's booth where students were being taped perform-



Eight-year-old Alexa Smith of College Hills Elementary School shoots baskets at the IBM booth.

ing scenes from soap opera "Young and the Restless."

Orion Pictures previewed five new movies throughout the day, including new releases starring Cybil Shepherd and Jessica Lange.

Many students found Campus Fest entertaining and beneficial, including Eddy Gautier, a freshman from Houston.

Gautier said some of the samples convinced him to buy the products in the future.



Junior psychology major Jen Doughty and junior animal science major Pat Young act out a scene from "The Young and the Restless."

**Story by Elizabeth Tisch  
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