



SPORTS

World University Games
Jeux mondiaux universitaires
July 1-11 1983
1-11 juillet 1983

Games closer to CBC agreement

by Brent Jang

There are less than ten months before the opening ceremonies and Universiade '83 President Ed Zemrau says he's happy with public response to the World University Games. "Ticket sales are better than we predicted," said Zemrau in a recent interview.

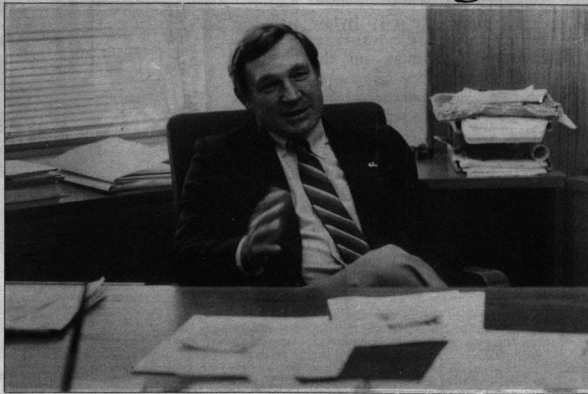
In all, the 1983 Games plan to raise \$12.5 million and \$5.5 million of that must come from ticket sales. If the steady sales continue, it would make the Games by far the best attended in its history.

Advertising for the Games has been mainly in Alberta, B.C., and Saskatchewan thus far. However, the Games will soon receive national exposure with ads on Hockey Night in Canada.

"It's important for the Games to be shown across Canada. It's important for the athletes to have the exposure," said Zemrau. Talks with the Canadian Broadcasting Corporation (CBC) were held last week and Zemrau says the two sides are closer to an agreement. Edmonton Eskimos' general manager Norm Kimball is handling the negotiations for Universiade '83.

"The issue is not financial at all. It's a matter of determining that the demand is out there," said Zemrau.

The demand for foreign television coverage seems to be strong, as twenty-two countries have expressed their interest. That diverse group of interested countries includes Great Britain, China, Saudi Arabia, the U.S., Japan and Sweden.



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photo Ray Giguere

The boycott issue won't be a problem because South Africa has never competed in the Student Games, says Zemrau.

Ironically, the recession may be one reason why ticket sales are already approaching \$2 million.

"The economic times are tough. With the Canadian dollar down, many families will stay in Edmonton. They'll invite relatives from Ontario to take part in the Games' cultural program," said Zemrau.

Most of the cultural activities, called Kaleidoscope '83, are free of charge. They'll take place throughout Edmonton featuring international musicians, artists, dancers, and craftspeople.

Zemrau's colleagues at Canadian universities will discuss various topics with scholars from around the world at a sports congress during the Games.

U of A professor Gerald Redmond will head a congress of

international sports historians. Other topics, also to be chaired by U of A administrators, will include sports medicine, university sports funding, coaching techniques, and emerging nation's sport programs.

Zemrau has definite ideas about the topic of sports funding. He says a trust fund for amateur athletes would be a step in the right direction. Zemrau says athletes like the U of A's Ian Newhouse, who is pushing world

class times in the 400 meters, would benefit from such a fund. He adds that money is needed for those just starting out. "You don't get elite athletes without the proper base. You have to put money in at the grassroots level," said Zemrau.

Zemrau says Canada should do well at the Games with home field advantage. "People don't realize what the Games mean to Canadian athletes. The fact that they're being held in Canada means a lot to them. We should be thrilled about it," said Zemrau.

Olympic fever may have something to do with the public's favorable response to the Games. "Being only thirteen months apart, the '84 Olympics (in Los Angeles) virtually guarantee us of getting the best athletes. They'll be preparing for '84. That's part of the reason why we bid for the University Games at the time the time we did," said Zemrau.

Japan will host the Games in 1985 and Zemrau says they will reap the benefits of Edmonton's vigorous campaign.

As for the new \$18 million Fieldhouse being built for the Games, Zemrau said, "It's essential not only for phys. ed. students, but for all students." Such a world class facility will help amateur athletes in their training programs as well.

The Fieldhouse will be the venue for basketball, but becomes a multi-purpose facility after the Games are over. Soccer, field hockey, tennis, track and field, volleyball, and team handball are some of the other sports that can be played in the complex.

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University team practice times

SPORT	DATE	TIME	PLACE
Golden Bear Hockey	Wed, Sept. 15	5:00 p.m.	W1-38 Phys. Ed. Bldg.
Golden Bear Gymnastics	Wed, Sept. 15	5:00 p.m.	W1-39 Phys. Ed. Bldg.
Golden Bear and Panda Cross Country	Wed, Sept. 15	5:00 p.m.	W1W1-59 Phys. Ed. Bldg.
Golden Bear Wrestling	Wed, Sept. 15	5:00 p.m.	Wrestling Room
Golden Bear Basketball	Thurs, Sept. 16	4:00 p.m.	Main Gymnasium
Panda Basketball	Thurs, Sept. 16	5:00 p.m.	W1-38 Phys. Ed. Bldg.
Golden Bear and Panda Track and Field	Wed, Sept. 22	5:00 p.m.	W1-38 Phys. Ed. Bldg.

Any players interested in the above intercollegiate teams are welcome to attend these meetings.
Note: If you'd like to be a manager for any of these teams, please attend at the scheduled time.

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