

SPORTS

Breweries race in Grand Prix

BY MARIE-FRANCE LEBLANC

Despite pre-event controversy the Moosehead Grand Prix went off without too many hitches.

The Bengal Lancer horses remained calm as classical music filled their stalls, over the sound of race cars with mufflers.

Moosehead has promised to remove the newly paved portion of the Commons as quickly as possible. "All will be back to normal by the end of this weekend," according to Moosehead general manager Harold MacKay.

In effect, race organizers controlled everything but for a few exceptions.

A Canadian Armed Forces man, trying to get a free glance at the race from Citadel Hill, fell into the fortress moat. The accident that

occurred at 3:30 Sunday afternoon left the man injured and in the Victoria General Hospital.

Another weekend surprise was the Oland Breweries' attempt to cash in on Moosehead's publicity. Taking advantage of the controversy over Moosehead's decision not to do anything special for North Park St. and other area residents, Oland's decided to treat them.

The brewery, celebrating the opening of its new cold beer store, went around the North End of Halifax distributing free six-packs of Oland's beer. Accompanying the gift, was a 25 per cent off coupon on Oland's products designed in the shape of a race flag. The coupon did not refer to the Moosehead Grand Prix, but rather to Daytona Florida.

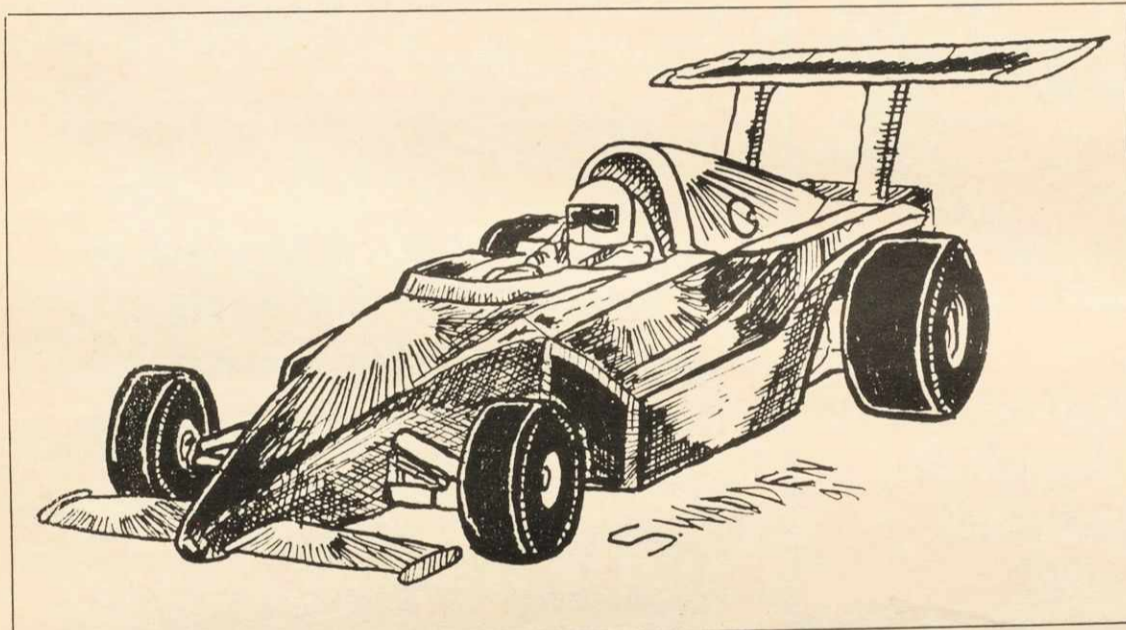
Oland Breweries President and

general manager, Rod McLeod, said the promotion was completely independent of the Moosehead Grand Prix. "Oland's has been involved with racing for over ten years," he said. "The racing tie in is with the NASCAR car race series which Budweiser [that Oland's brews] is involved in."

MacKay considered Oland's promotion to be "the biggest compliment that could ever be paid to us."

"Oland's attempt to take advantage of the situation simply hyped the event even more," said MacKay.

This may be true, but they also managed to endear themselves to the North End residents. Oland's knows what it was doing," said a Creighton St. resident. "Beer is beer. I didn't get any Moosehead, but this will do just fine."



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