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LIQUOR BOARD RESTRICTS CAMPUS ENTERTAINMENT

By MARTY AVERY

Campus Entertainment may be left high and dry this year by a lack of corporate sponsorship. Breweries and distilleries have usually been interested in sponsoring advertising for entertainment, because they can promote their own products. But a new Liquor Licensing Board decision means that corporate names,

brand names and logos must be off advertisements that promote a licensed event.

The government decision has left Campus Entertainment Representative, Marc Braithwaite, with the spins. He said the cost of printing newspaper ads, posters and banners has usually been picked up by breweries. But there's no incentive if they can't advertise themselves while doing so. He's worried, because

the Student Union can't afford the \$10,000 advertising tab Campus Entertainment runs every year.

Braithwaite has trouble understanding the province's logic. He thinks the move "...may be an attempt to curb alcohol use on campus." But added, "Advertising a brand name doesn't increase alcohol use, it just promotes brand loyalty."

Bruce Currie, an ad-

ministrators at the provincial Liquor Licensing Board, said that Braithwaite is wrong. "The reason for the board's decision was they wanted to reduce the influence breweries, distilleries, and wineries have on the retail sale of their products."

He said, "It follows that if a brewery sponsors a licensed event, their brand may be discounted at the event, and this kind of influence is illegal."

Braithwaite acknowledges that this can happen, but that it won't happen at campus events. "We've tried selling one brand at a lower price, but even 10 cents off a bottle is too much of a loss. Also, we leave the market open because we want people to have a choice...People may be influenced by promotion - by reading a banner behind the bar, but not by Campus Entertainment."

Banners behind the bar showing a company's name, brand name or logo is permitted, according to Currie. "Breweries, distilleries and

wineries can still advertise all they want in a licensed premise, but not outside it."

This means that Campus Entertainment can put up a poster inside the Student Union Building, but not a banner beside it. Currie also said that liquor producers "can sponsor or announce a cultural or sporting event if it is not held on, or in conjunction with, a licensed premise."

Braithwaite thinks that when applied to Campus Entertainment this is ridiculous. "We are really a non-profit organization. Events are not geared to make money off the students. That's why we use brewery sponsorship - to help defray costs."

"We also bring in guest lectures and movies," Braithwaite continued, "And it's fine for a brewery to print a full-page ad with their name all over it, but it would have to pull out of advertising a band." According to the Liquor Licensing Board, it would also have to pull out if the movie was shown in a licensed area.

SHINING!

By CHRIS NAKASH

Last Saturday, UNB's Orientation Shinerama Campaign broke all of its' previous records by raising over \$19,000 for Cystic Fibrosis Research (CFR).

In an interview with the *Brunswickan*, UNB Shinerama '88 Director Rachel Ingram said that due to the enthusiasm of 600 freshmen and committee members, over \$19,000 was raised in one day.

Each year, Orientation week includes one day of shoe shining by frosh and committee alike, to help raise funds for C.F.R. This year Julian Brewer, a UNB freshman, raised the most money for CFR (as an individual) by collecting \$372.00. This year's total exceeds last years' by approximately two thousand dollars, but there is still more money to come in from the sale of Extravaganza tickets and the basketball foul shooting contest.

The Extravaganza, which took place last night, was comprised of three bands and one solo act. Two dollars from the sale of each ticket went towards CFR. Ingram went on to say that the sale of tickets

had the potential to raise an extra \$2000 for Shinerama.

The last event on the Shimerama program is the Basketball foul shooting program, scheduled for Sunday the 25th of September at the Lady Beaverbrook Gym -

starting at 2:00. (For more information call 453-4963.)

On behalf of Shinerama, Orientation and everyone, Rachel Ingram would like to thank the citizens of Fredericton and Oromocto for their support.



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