

# NEWS

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## Orientation: fun and controversial

GORDON LOANE

THE BRUNSWICKAN

UNB Orientation '96 Chair Sean Burnett was more than a little excited, busy, yet relaxed just ten days before one of the biggest weeks of the year. He and the six other Orientation Executives had been meeting ever week or two since last October for the nearly 2000 frosh who arrived at UNB this week.

Just over 150 volunteers have been recruited to assist with the effort.

"You get into all events for free only if you are a frosh and you buy the all-important frosh kit," said Burnett. That is the key. The price is \$65 if you want to purchase a frosh kit—\$60 if you prepaid as a result of the advance mailout this summer.

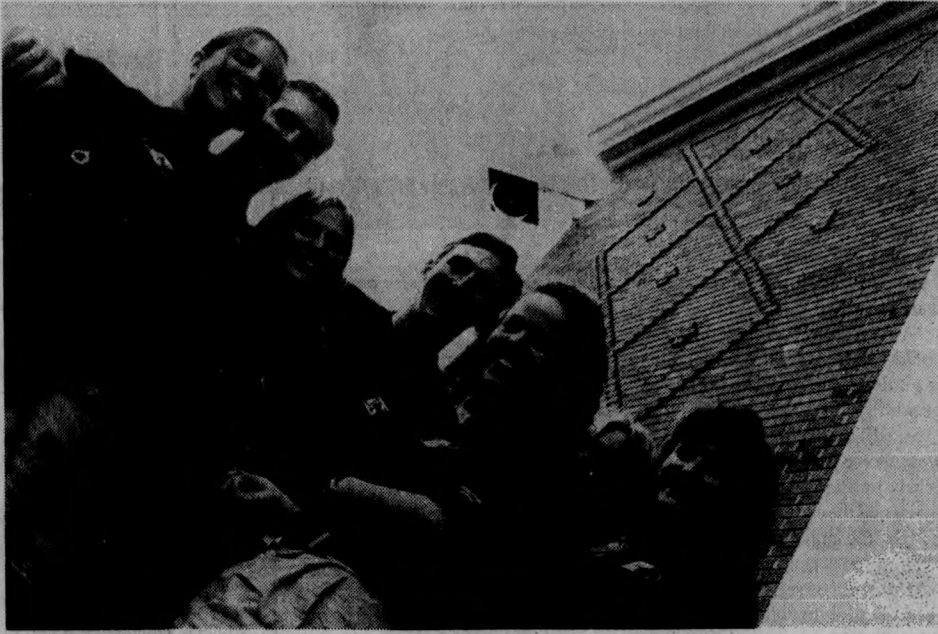
It is what you get for the money that counts, and there is no shortage of items, according to Burnett.

"First of all, the frosh pack contains an orientation bracelet that gets you into all the events during the week, free of charge," said Burnett. There are clipboards, coupons, flyers and discount cards from local businesses.

There is a frosh shirt, a bandanna, the traditional frosh beanie, a glass Orientation '96 mug, ID holders and a laminated calendar complete with dry erase markers to name just a few other items.

Burnett said the frosh pack is worth it and the \$65 cost is very reasonable compared to prices at other universities that range from \$80 to \$100.

"The frosh pack is not a money-maker, but is designed just to cover our costs," said Burnett.



Orientation Executive '96

PAT FITZPATRICK

Burnett said this year's Orientation hopes to finish at least a couple of thousand dollars under its \$65,000 cash budget. Then there are other donations for Orientation.

Lining up those donations is the task of the Orientation Chair and as such Burnett said he has been aggressively seeking them in the city over the course of the summer.

Burnett said he managed to line up 25 to 30 businesses who agreed to help in some way with Orientation this fall.

That is in addition to Orientation '96 major sponsors such as Greco Pizza, Discount Rent-A-Car, Cantel,

Moosehead, the College Hill Social Club and the Chestnut.

Other sponsors named by Burnett include CIHI Radio, Fairview Plymouth Chrysler, the Atlantic Superstore, Ski Wolf, Trius Charter Bus, Fredericton Transit, Coastal Graphics, Subway, the UNB Student Union, Smart Pac, Kingswood Amusements, and UNB's Associated Alumni.

For the first time in a while, Orientation sought funding from liquor sponsors. Burnett denies this is a controversial decision and said it was strictly his decision.

"We went about promoting our

liquor sponsors just like any of the other business we sought sponsorships from," he said.

"That company's logo appears on our orientation van and is promoted just like all the other businesses."

"I do not think we are promoting them the wrong way," he said. "It just shows they are supporting UNB Orientation."

"It is not like we are going to give alcohol to frosh or tell them to go to any of these places."

"The places are there anyway. They are going to advertise anyway," he said. "I am fully prepared to defend the decision," Burnett concluded.

## Capital City Boozers: \$77,000 a day

JOSEPH FITZPATRICK

THE BRUNSWICKAN

Fredericton spent \$28 million in liquor last year, according to the annual report of the New Brunswick Liquor Corporation, the government-owned enterprise responsible for all liquor sales in the province.

Sales at Fredericton's four outlets averaged \$77,000 daily.

Despite being third in total purchases, per capita numbers show Fredericton is closer to the top of the pile.

While the Moncton area has over three times the population, sales were

just over 25% higher than Elm City. Saint John, nearly twice the size of Fredericton (and the largest municipality of New Brunswick) had just 7% more in sales.

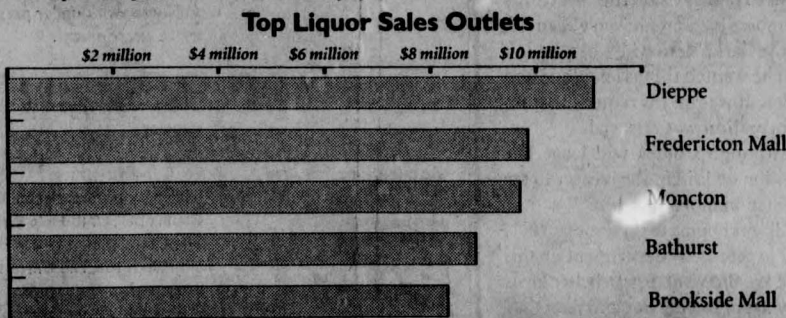
The report also showed that the potentially negative impact of last year's increase in the price of beer did

not reduce sales. However, while beer sales stayed flat, total revenue from liquor sales rose 1.5% to \$230 million province-wide.

This volume made two outlets (Fredericton Mall, and Brookside Mall) among 5 of the busiest points of sale out of 61 New Brunswick Liquor stores. The Brookside mall's figures are less surprising, however, bearing in mind that all licensed establishments (bars, pubs, etc...) must buy their stock from this outlet.

Dieppe, a community near Moncton, beat out the Fredericton Mall store by over \$1 million (13%) in sales.

The report ranked the Fredericton stores from slowest to busiest as Devon (\$4.4 million), King Street (\$5.4 million), Brookside Mall (\$8.3 million), Fredericton Mall (\$9.8 million).



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