

# SPORTS

Deadline for stories is Tuesday at 5:00 p.m., Sports Desk 453-4983

## SPORTSWIRE

### Athletics win with Coke

Five year deal to help Athletic department

#### Hockey

The UNB Red Devils had an unsuccessful weekend as they dropped a pair of games on the road. On Saturday they lost 8-3 to St. Mary's in Halifax and then travelled the following day to face Mount Allison. In Sackville the Devils lost 5-4 in overtime. For Mt. Allison it was their first home win of the season. Despite the losses UNB remains in first place, 4 points ahead of Moncton who also lost both of their games last weekend. Currently UNB has a 7-3-1 record. This weekend the Red Devils will travel to St. FX and Cape Breton to play games. Their final game before the Christmas break will be next Friday in Moncton.

#### Basketball

UNB Red Bloomers lost their first game of the young season last Saturday as they dropped a 66-59 decision to UPEI in Charlottetown. Laura Swift led the way for UNB with 20 points while Kara Palmer and Jill Jackson had 12 and 11 points respectively. Currently the Bloomers are in a second place tie with St. FX. UPEI is in first place with 3 wins and 1 loss. This weekend the team travels to Acadia and St. Mary's. In men's action last weekend the Raiders remained winless thanks to a pair of losses at the hands of UPEI. On Friday UNB lost 103-56 and on Saturday lost 100-54. The losses leave UNB with an 0-4 record. They hope to snap their losing streak when they travel to Acadia and St. Mary's for games tonight and tomorrow.

#### Volleyball

The UNB Reds volleyball team is off to one of its best starts in recent memory. Their record is currently 5-1 for 10 points and tied for top spot with Dalhousie. Last weekend they improved on their overall record with a pair of wins over visiting Memorial University. On Saturday they scored a 3-0 triumph with 15-6, 15-6, 15-12 scores. In Sunday's action UNB scored another 3-0 win with game wins of 15-7, 15-8, 15-11. This weekend the team travels to the University of Moncton Invitational. The men's team on the other hand lost a pair of games to Memorial by scores of 3-1 and 3-0. This weekend Dalhousie pays a visit to the LB Gym for a pair of games. The first game is tonight at 8pm with the finale going tomorrow at 1 pm.

### AUAA scoreboard

#### Hockey

SFX 5 UCB 2	DAL 7 SMU 5
PEI 7 MTA 3	SMU 8 UNB 3
DAL 7 STU 3	ACA 5 UDM 3
MTA 5 UNB 4 (OT)	ACA 5 STU 3
UCB 7 SFX 5	DAL 6 UDM 3

#### Women's basketball

SFX 81 SMU 57	MUN 46 ACA 44
PEI 66 UNB 59	SMU 49 UCB 42
ACA 62 MUN 50	SFX 80 PEI 75

#### Men's basketball

PEI 103 UNB 56	SFX 69 SMU 58
ACA 84 MUN 69	PEI 100 UNB 54
UCB 88 SMU 81	ACA 87 MUN 55
SFX 95 DAL 68	

#### Women's volleyball

UNB 3 MUN 0	ACA 3 SFX 1
SMU 3 PEI 0	UNB 3 MUN 0
SFX 3 ACA 2	SMU 3 PEI 0

### This week in UNB sports

#### Friday November 27

W. Basketball at Acadia 6pm  
M. Basketball at Acadia 8pm  
M. Volleyball vs. Dal 8pm at LB Gym  
W. Volleyball at UdeM Invitational

#### Saturday November 28

W. Basketball at St. Mary's 1pm  
M. Basketball at St. Mary's 3pm  
Hockey at St. FX 7:30pm  
W. Volleyball at UdeM Invitational  
M. Volleyball vs. Dal. 1pm at LB Gym

#### Sunday November 29

Hockey at UCCB 2pm  
W. Volleyball at UdeM Invitational

by Bruce Denis

The battle of the colas has been won but varsity sports teams are the real winners. A majority of the money from the recently signed exclusivity contract agreement between Coca-Cola and the University of New Brunswick will likely go to the Athletics department.

Though details are not yet available, the five year contract is worth an expected \$220,000. The Athletic department will probably inherit portions of \$160,000 over the five year period while the rest of the money will be given to the Student Union.

Athletic director Jim Born is happy with the deal. "We are very pleased to have Coke as a sponsor" he said, although he is still unsure of the contract terms.

"Because Coke has been involved with the athletic program over the years, they felt that they could market their product a little better with us than other groups on campus. That's why I think they chose the athletic department as an area to get involved in."

Coke has been involved with the athletic department since they covered the \$25,000 bill for the score clock in the Sir Max Aitken pool. Varsity teams have worn Coke patches on their uniforms and the Coke logo can be seen on event posters in return for the clock and other aid offer to the department by Coke.

Born already has plans for allocating the funds within the department. "We'd like to put the money back into the athletes, either through the alumni merit awards or enhancing the varsity schedules." This should allow the varsity teams to gain experience through extended exhibition schedules.

There has been some speculation that the contract may cause some conflict at Varsity events with Pepsi which is in the second year of a five year

sponsorship agreement with the AUAA. Born disagrees "I don't think there will be any conflict, I think both companies are very happy that they have the opportunity for exposure at our athletic events."

Pepsi representative Paul Arsenault agrees. "It doesn't affect my business right now and it won't affect the league in any way. We will still be represented at all the games." The Player of the Game, awarded at the end of each game, will continue to be sponsored by Pepsi.

Arsenault respects Coke for clinching the contract. "It doesn't surprise me that Coke secured the contract. We've done the same with other universities." However, he feels that the

University should have allowed Pepsi a chance to match Coke's offer. "When we approached the University about a contract, we were not even accepted. We weren't given the opportunity to bid for exclusive rights to the school."

He also feels that the university could have increased the contract with the competition of two bidders, instead of jumping the gun with Coke. "I really think the University could have benefited more if they had opened their doors to us. It's very disappointing for us."

As one of the last universities in the AUAA to secure a deal with a major cola company, UNB can finally take advantage of its marketing potential.

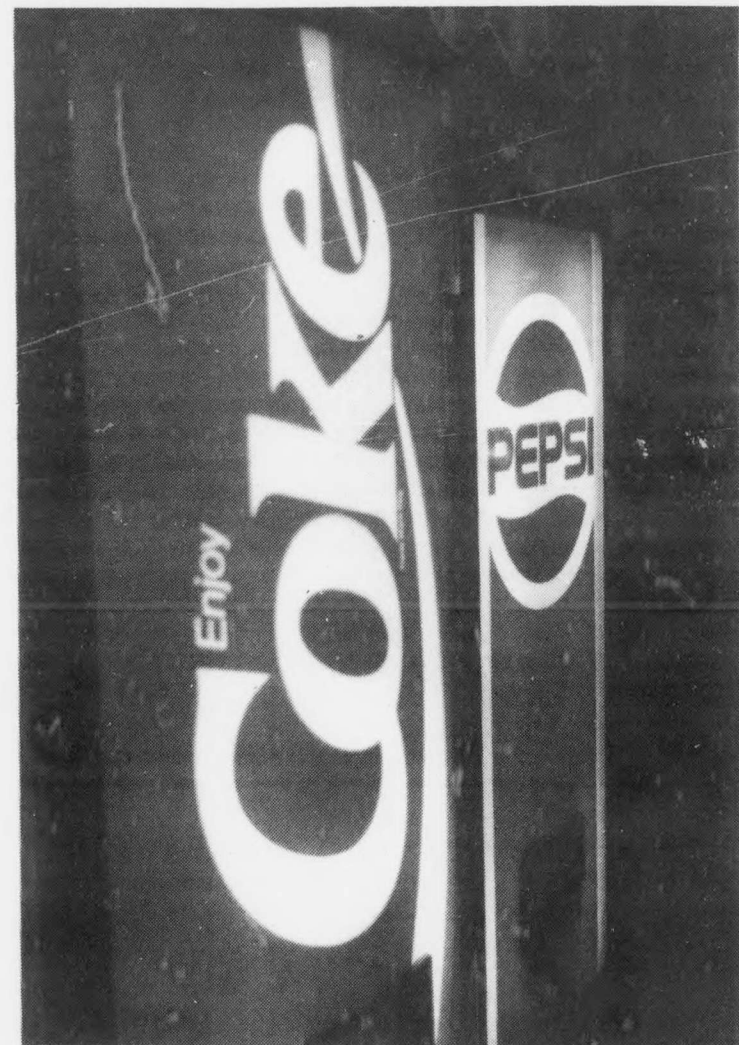


photo Heather Labrecque-Havens

### Beavers triumph over Dal and Acadia

by Jason Lawrence

The UNB Beavers concluded another triumphant clash with the Axemen of Acadia and the Tigers of Dalhousie this past weekend.

The UNB men continued their dominance of the AUAA with a hard fought victory over the Axemen on Saturday evening, the final score was 92-86 for UNB. This nail-biter of a meet was made difficult by the absence of five of the men due to academic responsibilities.

The UNB women scored a convincing victory, 90-66, over Acadia. This victory confirms the reemergence of the UNB women as a power to be reckoned with in the AUAA. This victory was particularly impressive considering the absence of several of the key members due to other commitments.

On Sunday the Beavers travelled to Dalhousie for a much anticipated battle with the Tigers. Despite a valiant effort by the UNB women, they were defeated by a deceptively large margin 124-53. The women are looking forward to avenging this loss at the next duel meet.

Women's Team Captain, Becky Smith was quoted, "This only makes us want to train harder so we will be ready the next time we meet with Dal!"

The UNB men remained undefeated within the conference with a lambasting of the Tigers, 105-74. The UNB men have proven they are the team to beat in the AUAA but are not taking anything for granted in their quest to repeat as AUAA champions.

Highlights of the weekend were victories by Iain Tennent

(UNB Athlete of the Week) in the 100 fly, 200 IM, 400 free, Gio Slaviero in the 100 free, Stephane LeBlanc in the 100 breast, Sean Pereira in the 200 free, Adam Sparkes in the 200 back, and Derek Smith in the 200 breast. One the women's side, victories were won by Iona Allen (UNB ATHLETE of the WEEK) in the 200 back, 400 free, 200 breast, 400 IM, 800 free, and 100 fly, Rae Sears in the 200 free, 100 free, Nicole Bailey in the 50 free and 800 free, and Becky Smith in the 200 fly.

Head Coach Andrew Cole commented, "... almost all the swimmers are self determined student-athletes. They are committed to balance academe with the rigours of training and are very successful at both. We are taking control of our destiny to be the best we can be."