

**The  
Front Row**  
By Maria Paisley  
Sports Editor

The Bruns Sports Department would like to express our condolences and sympathy to the family of Malcolm Lightfoot on his death on Tuesday (see page 1 for the story).

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Have you ever thought how much money is generated in the sports arena with professional and amateur teams?

Well in case you have been visiting another planet or haven't heard the baseball season was cancelled, the hockey season has been delayed for who knows how long and now there is the possibility that the basketball season may go the same way as there is a talk of a player lockout. Hmm, it makes you wonder - do players do it for the love of the sport or simply for the money. Then again the owners stand to lose a lot of money, etc. if there is a strike or a lockout - they lose money on tickets, merchandise, etc. Yes folks the world of professional sports is BIG business, just ask any one who is involved in the business side of these sports.

In the world of amateur sports just look at college and university sports (especially US colleges), elite sport competitions such as the Canada Games, Olympics, etc. and consider the publicity and marketing of these sports. The US colleges and universities generate about 1 million dollars in revenue for only one of their major sports (usually football) - yes folks that's 1 million dollars - this money is added to the coffers of the university to help fund the university. This includes the ticket sales, concession stands, merchandise, etc. now if that isn't big business I don't know what is. Unfortunately - or fortunately - depending on your view the Canadian university sports don't generate this much revenue - although some of the bigger universities may generate this amount in the total revenue from sports. To show the difference between these two universities

In the US schools the student comes in their first year and hear all about the teams. Actually they hear about them before they get to the school as they get the nice brochures with the details of the university - including the teams. Well the frosh goes through Frosh Week hearing all about the teams and how great they are. They hear about the teams so much that they believe that they have to go to the games because everyone else is going and they would feel like a loser by not going. Imagine the pre-game hype, everyone all excited about the game, getting all painted up in the school colors, wearing school colors or clothes. Then going to the game with the pre-game warm-up, seeing the band play before the game and at the half time. The excitement of the game - even if the team doesn't win the game there is still the thrill of going to the game. These universities promote the sports teams to ensure that not only that people show up for the game but also they enjoy the game.

Well in Canada things are very much different the frosh hear about some of the teams before they go to the school, but unfortunately the best kept secret is the sports teams. If the student does go to see one of the teams play the arena will be only particularly full - even if the team is very successful. In some of the larger universities they have half time shows and there is a fair amount of game hype but nothing compared to the US schools. In some of the schools it is often hard to find the team clothing - it is really frustrating trying to find clothing. If the schools use some of the techniques used by the US schools then they would be able to generate even about half of what the US is able to generate. In addition the games would be much more exciting to attend and would certainly be well attended.

Cross Country  
**Flu Mars Red's Performance**  
Men finish 2nd, Women 3rd.

by Jack Gallagher  
Bruns Sports

The Varsity Reds Cross Country teams competed on a very tough and hilly course this past weekend at Colby College in Waterville Maine. Jennifer Phillips led the women's team over the five kilometer course and finished tenth. Joanne Bellavance ran her best race to date and finished second for the team and 16th overall. The team also received good performances from Sarah Crooker, Meghan Roushorne and Krista Mullaly. "The girls have been riding a bit of a high all week after being ranked 9th in the CIAU," said coach Randall.

The men had to do battle over a very hilly 5 mile course. "The times were a little slow but the performances were very good." James Murphy and Jamie Cleveland ran

great races and finished second and third respectively. Chad Desborough coming off a sub-par

Ron Stackhouse in 15th, Ian Washburn in 17th, David Mahoney in 18th and recent arrival Rob Hutchins in 19th.

The men's team finished second with 36 points to Colby College's 23 points. The women's team finished third behind Colby and Bates Colleges.

When asked about the performance of the team Coach Randall said, "I'm amazed at the strength and determination of both the men and women. Almost the whole team has had a very nasty flu bug and they still went out and gave all they had today."

"Next weekend is extremely important to us. We are competing at Dalhousie University which is this year's AUSA course. The women will be looking to maintain their top ten ranking while the men will be looking to earn a spot in the top ten," said Coach Randall.



performance last weekend ran strong to finish 8th. Chad was followed by Andrew Dunphy in 13th,

Club News

**Mixed Fortunes for the Ironmen**

by Bones

On Saturday the Ironmen first XV fell to the Halifax RFC while the second side demolished the St. Thomas Stomping Tomcats.

The B side attacked St. Thomas with such ferocity that within minutes the outcome of the game was obvious. The Ironmen held the decisive edge in the set plays and were constantly pushing the St. Thomas scrum off every ball. This strength was especially evident when late in the second half the Ironmen opted for a five yard scrum instead of a penalty, and pushed it over for the try. At the end of the game the score stood 49-0 for UNB.

Following the second's match, the first side squared off against Halifax. After Halifax drew first blood with a penalty kick, captain John Sparks responded with a try directly between the posts. However, the Ironmen were unable to compete with the size of Halifax and were defeated 19-7.

The final game was played out between the Ironmen B and C sides. Both packs were evenly matched in the set pieces and neither could gain the advantage.



Ironman Trevor Saniga storms up field. Photo by Paul Jarois

The experience of the second XV and the teamwork gained through the season prevailed as they executed quick second and third phase ball to dominate the game and win 36-0.

Tomorrow the first team opened against the UNB Old Boys at 2 pm on College Field. Having lost

their home opener to the Old Boys 16-8, the Ironmen look to use the experienced gained over the past few weeks to prevail. Afterwards at 3:30 the second team are pitted against UPEI. Having won their away match 22-0 they are confident in repeating their success.

**Campus Recreation**

**INTRAMURAL SPORTS:**

**OFFICIALS NEEDED**

Officials are currently being hired for :

- |            |             |
|------------|-------------|
| Soccer     | Softball    |
| Hockey     | Ball Hockey |
| Basketball | Volleyball  |

All those interested in applying should fill out an application form in the Recreation Office Rm A121 LB Gym between 9:00 am and 4:00 pm Mondays through Fridays. Referee-in-chief's are also being hired for basketball, softball, football, and ball hockey. Anyone interested please inquire ASAP.

**FALL SPORTS**

Registration materials will be available from the Recreation Office approximately 10 days before the entry deadlines. Start planning your intramural activities now!

**LADDER TOURNAMENTS**

Are you a Racquetball or Squash player interested in testing your skills, finding new opponents, meeting other players, and having a good time. Why not join the Squash or Racquetball Ladder? Information and registration forms are available from the Recreation Office. Entries are being accepted right now. Players will be placed on the ladder in the order in which they register.

**SPORT CLUBS**

The Recreation Office is in process of compiling a list of current addresses and phone numbers for contact persons for all sport clubs. If your club has not yet submitted this information, please contact the Recreation Office immediately. Anyone interested in joining a particular club or in getting information about clubs should contact the Recreation Office.