

COLLEGE NIGHT IS BACK!

Strykes Again Bowling Alley to revive Thirsty Thursday

by Joseph chilton
Editor in Chief

Two years ago, Pisgah Lanes had a monopoly on BC nightlife every Thursday, as scores of students flocked there weekly for cheap beer and bowling at the alley's College Night.

Unfortunately, troubles with law enforcement stemming from serving alcohol to minors put an end to College Night.

But now, thanks to the alley's new management and a class project in Drew Baker's Principles of Marketing class, Thirsty Thursday will be returning to Rosman Highway, starting next week.

The revival of bowling night for students is the brainchild of Grant Carnie, Sam Carlisle and Tino Savalyev, whose final grade in Baker's class is contingent upon



its success.

The Principles of Marketing class was divided into three groups, with each group responsible for marketing the bowling alley to a different age group. Carnie, Carlisle and Savalyev's group was assigned promoting Strykes Again to college students.

"We just wanted to do something to get students out on Thursday nights and let them have a good time," Carlisle said.

The group worked closely with Dave Robbins, manager of Strykes Again (formerly Pisgah Lanes) all semester, and according to Carlisle, Robbins was very eager for help in reaching out to the BC demographic.

"He wanted to get college kids back to the bowling alley, so he was down for pretty much anything we came up with because Thursdays weren't working really well for him," Carlisle said.

"So then it was up to us to find out what students wanted."

What they came up with was a deal in which students can pay \$2 for shoes and \$2 per game from 9 p.m. until 1 a.m. on Thursdays if they present their college ID. Students at least 21 years old will be offered \$1 draft beers as part of the promotion, as well.

"Even if people aren't 21, that's a good deal for people looking for something to do in Brevard," Carlisle said. "Plus there will be the option of karaoke, if people think

they are worthy."

Carlisle said the group is expecting at least 30 people to show up next week for the initial College Night. His group's hope is that they can build the popularity of the event back to where it was two years ago.

Judging by the campus reaction to the news, the group's goal should be an attainable feat.

"I think it's great, but with this being my last semester I wish they had brought it back sooner, said senior Matt Pangle. "Students at Brevard need to get out more and have a good time."

Senior Amber Klein echoed Pangle's sentiments, but stressed that precautions should be taken to ensure that the new College Night does not encounter the same fate as the old one.

"If students can be mature and responsible enough to handle it, then bring it on. I'm always up for bowling," Klein said.

Liz Walker is looking forward to the event because it is a change from the status quo.

"It's a great opportunity to mesh the locals and the college kids. Personally, I prefer to burn calories as I imbibe rather than sit around at a bar," Walker said.

"I used to love college night at Pisgah Lanes and was really disappointed to see it go," said senior Emily Wooten.

"Seriously—beer, bowling and karaoke—how can you go wrong?"

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