

Olympic Festival Special Issue

The Tar Heel

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Tar Heel/Ava Long

Blazing the trail

After a ceremony at the Franklin Street Post Office Thursday morning, a runner carries

the Olympic torch across campus. See page 4 for more torch run photos.

Opening ceremonies kick off the Festival

By **STEPHEN GILES**
Staff Writer

With a touch of flair and down-home Tar Heel hospitality, the U.S. Olympic Festival presented its opening ceremonies at Carter-Finley Stadium at N.C. State University. Governor Jim Martin was on hand to officially proclaim the Festival open.

Numerous entertainers played their part by getting the 52,700-person capacity crowd and the near-3,000 athletes into the excitement. The Embers, a beach band from Raleigh, helped to start the festivities with their brand of Carolinian beach music.

A patriotic treat for the crowd came in the appearance of six of the original Mercury Seven Astronauts — Col. Gordo Cooper, Scott Carpenter, John Glenn, Maj. Don Slocum, Captain Wally Sherar and Admiral Alan Shepard.

With Robert Helmick, president of the U.S. Olympic Committee, and Leroy Walker, chairman of the Local Organizing Committee, looking on, the athletes, representing all 50 states, entered the stadium.

The North caught the crowd's attention displaying a sign which read "Ollie's North." At that point a woman in the stands stood up and yelled, "He's from my hometown," and sat back down triumphantly. However, the host South athletes received an arousing standing ovation.

The entertainment continued with some crowd participation, as each side held up cards which turned the stadium into a beautiful mixture of red, white, and blue. Under the direction of UNC-CH Band Director John Yesulaitis, a combination of military bands played "Stars and Stripes Forever."

Before the official proclamation by Governor Martin, the mayors

of the five host cities were introduced: Avery Upchurch of Raleigh; James Wallace of Chapel Hill; Webb Gulley of Durham; Harold Ritter of Cary; and John Forbis of Greensboro.

Richard Adler, a UNC alumnus who has received two Tony awards for his contributions to Broadway, provided a symphonic fanfare and overture commemorating the 100th anniversary of the Statue of Liberty.

One of the most inspiring moments of the night ensued when the Olympic flame entered the stadium in the hands of another UNC alumnus, Steve Streater. A punter and defensive back for the Tar Heels, Streater was paralyzed in an automobile accident after signing a professional football contract in 1981.

The names of the athletes who would carry the flame into the stadium and light the torch were then revealed: J.R. Reid, from Virginia Beach, Va., and April Heinrichs, from Littleton, Colo., both of UNC.

Reid, a rising sophomore at UNC, was ACC basketball Rookie of the Year last year. Heinrichs, a South soccer player, was a 4-time All-American at UNC. She was named the USOC's female soccer player of the year in 1986 by the U.S. Soccer Federation.

Reid seemed somewhat humbled by the whole experience. "It's a great honor, especially since I was selected by the other athletes. I remember watching it being lit last year and thinking what a thrill it would be to do that. I never thought I would get the chance."

Heinrichs said, "It's truly an honor to represent my country, team and school in this way. I've been very fortunate in my athletic career and in playing on three national championship teams at the University of North Carolina

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Chapel Hill's Olympic store scores high profits

By **JOANNE GORDON**
Arts/Features Editor

There's even an Olympic store. Chapel Hill's Olympic Store, located at 206 W. Franklin St., is the "official" outlet of Olympic Festival merchandise. During the Festival, the previously vacant Southern Bell building will be the busy headquarters for Olympic T-shirts and souvenirs.

Since the store opened last

week, the business has been overwhelming, according to Susan Wilson, North Carolina representative for the licensee. "We have done real well. There has been fluid traffic through the store," she said.

Sponsored by the USOF, the store features not only retail merchandise but items not found on retail level, according to Wilson. Merchandise includes T-shirts,

clothing items, cups, mugs, water-bottles and pins.

T-shirts represent 80 percent of sales, and the store features sports specific designs which are designed for each individual sport. The T-shirts, like the flags along Franklin St., are printed with "environmental graphic" designs in the Alexander Julian colors — blue, purple, fushia and green. The store also carries T-shirts in generic

designs.

Pins are also popular items at the Store. "Pin trading is popular among athletes, sports fans and spectators," Wilson said. Athletes purchase pins which represent their participation in the sporting events. The store carries pins for each individual sport and grand patron pins representing compan-

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