

# New Tar Heel Town Premieres

By NIKKI WERKING  
Staff Writer

Saturday's Tar Heel Town marked the start of a new format for the pregame party, which now is geared more toward UNC students than families.

Matt Roberts, assistant director of sports marketing and organizer for Tar Heel Town, said officials wanted to change the atmosphere this year so that it felt more like a pregame party.

"Tar Heel Town had that family event perception," Roberts said. "This year we added new things for students and fans because the survey (conducted over the summer) showed that's what they wanted."

Roberts said Tar Heel Town organizers were expecting about 5,000 people to stop by the event.

This year's Tar Heel Town includes a live broadcast of the Oldies 100.7 FM's "Countdown to Kickoff" show, catering by Parker's Bar-B-Que, two 60-inch televisions displaying college football games from around the country and face painting sponsored by the General Alumni Association.

For Saturday's game against Florida State University, Tar Heel Town also featured ESPN The Magazine's Tailgate 2001 Tour.

The tour, which is making stops at 10 college football games nationwide, offered a variety of inflatable games and

giveaways to attendees.

Dave Ciemny, manager of the tour, said ESPN came to Chapel Hill to reach out to the Southern football market.

"(The UNC vs. Florida State) is a high-profile game," Ciemny said. "We're expecting to reach over 50,000 people at this game."

In addition to the new activities, Tar Heel Town now features the Old Well walk, during which the football team marches from the Old Well through Polk Place to Kenan Stadium, surrounded by the Marching Tar Heels and cheering fans.

Roberts said he and football coach John Bunting have been pushing the Old Well walk to help increase spirit before the games.

"Walking from the well was very emotional for me," Bunting said. "Seeing all those people out there - it was extremely touching to have them out there despite the fact that (we were) 0-3. They're there supporting this football program and this football team."

Junior Jenny Duncan, who attended the Old Well walk and stayed for the Tar Heel Town festivities, said she liked the spirit but is worried that it will fade by

the last home football game.

"This first (Tar Heel Town) was really hyped up, but we need to have spirit the whole season," she said. "I think all the people and excitement will really help the team."

But the addition of new activities for UNC students meant that some children's games disappeared from the lineup.

Rob Patton and his six-year-old daughter Emily, who come to Tar Heel Town every year, were a little disappointed with the changes.

"Emily gets more excited about the festival than the game,"

Patton said. "She was upset that there wasn't a moon bounce this year. There just isn't as much for kids to do."

Despite the elimination of some kid's activities, Roberts said he thinks the new Tar Heel Town will be more spirited than ones in past years.

"We want people to know that football Saturday isn't just a game in Chapel Hill," he said. "It's an event."

The University Editor can be reached at [udesk@unc.edu](mailto:udesk@unc.edu).

*"We want people to know that football Saturday isn't just a game in Chapel Hill. It's an event."*

MATT ROBERTS  
Tar Heel Town Organizer

go to [dailytarheel.com](http://dailytarheel.com)

Find these and other stories, extended coverage, photo galleries and opinion polls on *The Daily Tar Heel* Web site.

■ **Officials Hesitant to Finalize Town Development Plan**  
By Jamie McGee

■ **Local Democrats Explain Delays in Legislative Session**  
By Gina Christenson

## This Week in Tar Heel History ...



### 18 Years Ago:

■ This week in 1983, Chemistry 61 Professor J. J. McCullough claimed he had evidence of a conspiracy behind the crash of a DC-10 in Chicago, the Tylenol poisoning murders and the PCB-poisoning of cattle feed in the Midwest.

### 39 Years Ago:

■ This week in 1962, Dr. E. Hedgepeth, director of the student infirmary, warned students that stimulants known as "pep pills" did not help studying and could cause major health risks.

### 68 Years Ago:

■ This week in 1933, University President Frank Porter Graham overruled a decision by Dr. Isaac Manning, dean of the medical school, to admit a student to the program. Manning resigned and Charles Mangum was named his successor.

## Campus Calendar

### Today

5 p.m. - Are you interested in service? Do you want to enhance your academic experience? Then come find out about the APPLES Service-Learning Program. Interest meetings will be held today in Union 212 and 5 p.m. Tuesday in Union 218.

5 p.m. - The National Student Speech Language Hearing Association Sertoma Collegiate Club will hold its first meeting in Union 210.

Those interested in communication disorders and speech and hearing sciences are encouraged to come.

5:30 p.m. - Come get information about the undergraduate major in

business with Jeff Cannon and Karen James in the Kenan-Flagler Business School in McColl Building.

7:30 p.m. - The Dialectic and Philanthropic Societies will hold a debate on the topic "Resolved: Stem cell research is ethical" at their regular meeting in the Dialectic Chambers in 308 New West Hall. All members of the UNC community are invited to attend and share their views.

### Tuesday

6 p.m. - The Carolina Academic Team will hold a practice and information session in Union 224. Anyone interested in trivia is invited to come. No experience is necessary.

6:30 p.m. - The UNC Public Policy

Majors Union will be holding its rescheduled meeting in 102 New East Hall. All majors and interested undergrads are invited to attend. Come meet the executive board and learn about our programs for this academic year.

7 p.m. - Gay pride march on UNC. First time comeouts or veterans encouraged to come. Meet in front of Hinton James Residence Hall. Questions? Ask for Jim at 914-1774.

### The Daily Tar Heel

P.O. Box 3257, Chapel Hill, NC 27515  
Katie Hunter, Editor, 962-4086  
Advertising & Business, 962-1163  
News, Features, Sports, 962-0245  
© 2001 DTH Publishing Corp.  
All rights reserved

# Pick the Size that's Right for You... and Get Great Rates all the Time!



## Introducing MinutePass...

- Great low rates - home and away
- Minutes carry over and never expire
- Instantly rechargeable - add minutes to your card anytime
- Great international rates
- MinutePass makes great gifts too!

## Get your MinutePass NOW!

Visit  
[minutepass.com](http://minutepass.com)

Call  
1-800-777-5000

Go to  
**TARGET.**

<at participating stores>

By purchasing or using this card, you accept these Terms and the Terms listed at both [www.minutepass.com](http://www.minutepass.com) and with Customer Service at 1-800-325-0754, as they are updated from time to time. Additional shipping and handling charges may apply. Maximum telecom value 8¢ - 12¢ a minute, depending on card purchased. Pay phone calls have an additional 25¢ surcharge. Minute value assumes no pay phone calls. Call prices are rounded to the nearest whole cent. Usage rounded to the next full minute.  
© 2001 Telecom\*USA. All Rights Reserved.

**FREE  
PALM PILOT**  
Limited quantities.



1-800-952-7002

Local Artcarved Office: 919-968-7894 • Special Payment Plans Available.

ARTCARVED  
COLLEGE JEWELRY official

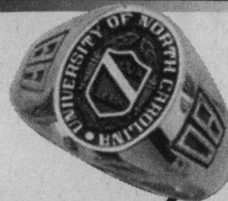
# Carolina Ring Event

**Held Over! Final 3 Days!**

DATE..... TODAY, Monday, Sept. 24 - Wednesday, Sept. 26

TIME..... 10am-3pm weekdays, 10am-2pm on Saturday

PLACE..... UNC Student Stores



**STUDENT STORES**  
THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

"Officially Licensed Carolina Ring Dealer"