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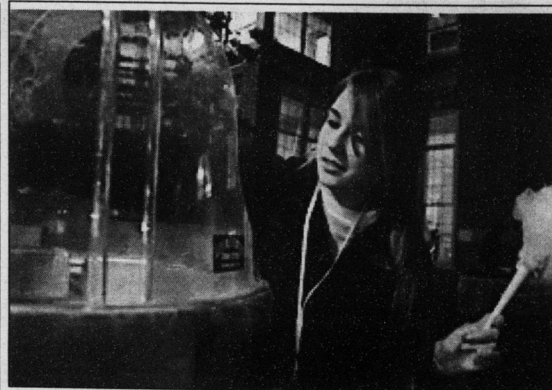
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DTH FILE PHOTO

Then-junior Jen Layton, a member of the 2007 CAA Homecoming committee, prepares cotton candy at the fourth annual Feast before the Fight.

## Student events in Pit to take place all week

BY WHITNEY BAKER

STAFF WRITER

Some students might be surprised to learn that there is more to Homecoming than the advertisements for court candidates that seemed to appear in the Pit overnight last week.

Throughout the week there will be themed events hosted by the Carolina Athletic Association. The themes are throwbacks to old high school Homecomings, CAA Homecoming chairwoman Jessica King said. Decades day, rockstar day and superhero day, among others, are designed to engage students and get them excited about the events.

Themes tie together events that include competitions, free food, performances, and prizes that will take place in the Pit from 10 a.m. until 2 p.m. every day this week.

"The Pit events are definitely the most popular," King said. "The Pit is the most visible area."

King's goal when helping organize events for this year focused around the visibility of events and getting as many people as possible involved, she said.

Leading up to Homecoming week, however, knowledge of such events was scarce.

"When I think of Homecoming, I think of the football games," junior Emily Carey said.

This year, a partnership with local businesses led to events at locations like Pantana Bob's and an effort to include events on South Campus, such as basketball museum night, King said.

The committee's effort to advertise these events included using Facebook, e-mail distribution of the schedule, event posters in dorms and campus buildings,

handing out business card-sized lists of events and rampage stickers distributed in the Pit.

Homecoming does not have as big a presence on South Campus as it does on North Campus, first-year Molly Matthews said. She said online efforts were more successful.

"I had no idea when Homecoming was until I started getting e-mails," she said.

Still, despite these efforts, students seemed familiar with certain events and less informed about the daily happenings or the bigger celebrations before sports events.

"I really didn't know that much was going on," said first-year Sathya Mandjiny.

King expects that two other events, the True Blue Fanfare on Friday and the student tailgate Saturday, will be the biggest.

Fanfare, which will take place from 4 p.m. until 7 p.m. in front of the Smith Center, immediately precedes the womens' basketball exhibition against Premier Players.

The Student Tailgate will take place Saturday two hours before the football game against Georgia Tech. Free food will be provided and special plastic fly swatters in the shape of the characteristic Tar Heel will be passed out.

King and her co-chairwoman Jordan Puckett have been working with a nearly 30-person committee since April to organize the week's events.

"Carolina has so much tradition and history," said King. "But Homecoming has never really been that strong. I want to see people get excited."

Contact the City Editor  
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