

Great wall of Dave a big hit

By Layne Lakefish
Emerald Entertainment Editor

David Letterman made it famous. Now it's come to campus.

The 1990 Pepsi Wall of Velcro will be here until Friday, raising money for Students Against Drunk Driving and giving University students the chance to stick themselves to a wall — for free.

This year's Pepsi promotion, also called "Climb the Wall," will be located outside the University Bookstore today from 11 a.m. to 3 p.m.

On Wednesday and Thursday it will take place from 10 a.m. to 3 p.m. in the EMU Fishbowl, or the Fishbowl Terrace if weather permits. On Friday, it will take place at the Fishbowl or the Terrace from 11 a.m. to 1 p.m. and at the beer gardens in the EMU's main cafeteria from 4-7 p.m.

Students wishing to participate in the "Climb the Wall" event must first sign a release form certifying that they are "competent and skilled in the activity," and that they discharge Pepsi, the University, National Field Marketing and other involved parties from liability.

Once a student is cleared to participate, he or she removes his or her shoes and puts on a red full-body velcro suit and a bicycle helmet.

Two spotters then lead the jumper to a mini-trampoline where he or she begins to jump. After the student has jumped to a decent height, the spotters push the jumper into the velcro wall. Once stuck to the wall, the student then poses for a complimentary instant photo.

First seen on *Late Night with David Letterman*, the velcro suit and velcro wall concept has been called "unusual" and "great fun."

"We've been on the road for a month and we'll be touring for the rest of the year," said Mary Cate Kennedy, one of the two spotters hired by National Field Marketing for this tour.

"The reaction on campus is great," Kennedy added. "People say 'Oh, this is wild.'"

Although this seems to be all fun and games, there's more to it than that.

"Pepsi is very strong with SADD and MADD," said Walt Bateman, Pepsi vending and accounts manager, who serves free Pepsi and Diet Pepsi samples at the velcro wall display. "This gets people out to have fun but it's also a goodwill gesture. Every time we do this, Pepsi makes a donation to SADD."

So, fun and charity go hand in hand.

"People love it (the velcro stick) and they also love the fact that it's tied in to SADD and the fact that Pepsi makes a donation," said Matt Maloney, the second spotter.

And what do the students think?

"It's great man," said Jeff Root. "It's so much fun."

"I had to do it — I saw it on Letterman," said Scott Thomas, another student.

My Macintosh is more important to me than my car.
I lent my car to my sister. But nobody's taking my Macintosh.

Jason Jimerson
B.A. Sociology, Earlham College
M.A. Sociology, University of Virginia
Ph.D. Candidate, Sociology, University of Chicago



"I don't know how anybody gets through college today without a Macintosh. Sometimes I have so many assignments that I barely have time for sleep. Yet my Macintosh allows me to get my work done on time — without making sacrifices.

"Working on my dissertation and field studies means collecting an incredible amount of information. So jumping from one program to another with ease is imperative, as is quickly making charts and graphs. By enabling me to do these things, Macintosh probably saves me an hour and a half each day.

"Another great thing about the Macintosh is that it makes you feel technically confident. Remember putting toys together when you were a kid? Who reads the directions? Nobody. You look at the picture of the bike and you know exactly what to do. The Macintosh operates the same way. I actually taught a friend to use one in two minutes.

"What would my life be like without a Macintosh? Scary."



Why do people love Macintosh?
Ask them.

Today!
11 a.m. to 4 p.m.
EMU Fir Room

© 1990 Apple Computer, Inc. Apple, the Apple logo, and Macintosh are registered trademarks of Apple Computer, Inc.

Students who are avid fans show how they use their Macs

- | | | | |
|--------------|--|-------------|---|
| 11:30 | MIDI — making music with your Macintosh | 1:45 | Math — from basic math to Mathematica, the numbers add up to fantastic results |
| 12:15 | Multimedia — text, sound, graphics, animation and video unite for exciting learning | 2:30 | Mac Basics — combining word processing, spreadsheets and graphics is easy |
| 1:00 | Fine & Applied Arts — creative expression through electronic media | 3:15 | Programming — Scheme and Pascal perform in a superior environment |

Many Mac models to try out, plus scanners, video disks, CD-ROM, laser printers...

Pick up a free stadium cup and register to win an Apple Scanner!

