## Great wall of Dave a big hit

By Layne Lakefish **Emerald Entertainment Edito** 

David Letterman made it famous. Now it's come to cam-

The 1990 Pepsi Wall of Velcro will be here until Friday. raising money for Students Against Drunk Driving and giv-ing 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, 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

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 lia-

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 campuses is great," Kennedy added. "People say 'Oh, this is

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.

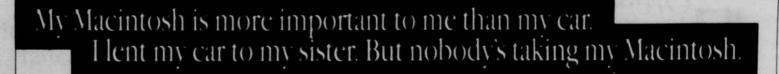
"People love it (the velcro stick) and they also love the fact that it's tied in to SADD and the fact that Pepsi makes a donation," said Matt Maloney. the second spotter.

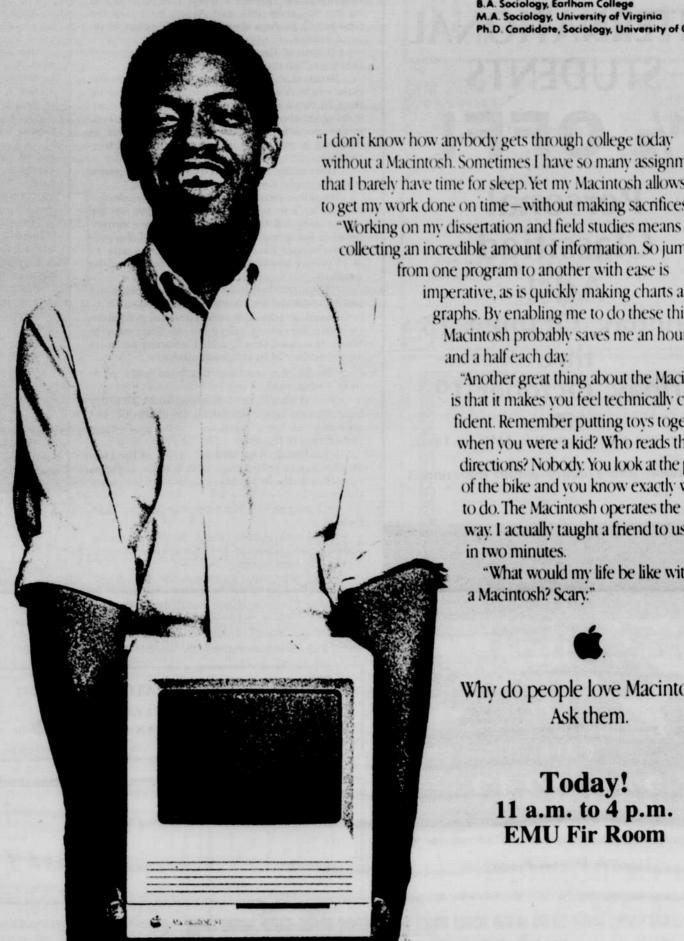
And what do the students

"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.







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

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

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