

Protest: Students offended by AXE promotional game marched and chanted

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Assault Prevention and Sexual Wellness Advocacy Team heard about the promotion in advance and organized a protest, which began with a picket line and signature drive and culminated in a loud rally.

"We are here to promote healthy and respectful relationships, and really not support the rape culture and misogyny inherent in this video game," counseling psychology doctoral student Amit Shahane said, as he distributed pamphlets for the

Men's Center.

"We feel that it portrays sexism in that all women are highly sexualized and objectified," said sophomore women's and gender studies major Heather North, a SWAT intern. "We feel that their presence should not be here on campus."

Some protesters said they spoke directly to the tour's personnel.

"I asked them if they had a game in which I could pick up on men and they said they hadn't developed that yet," senior advertising major Diana

Ersine said.

Eugene resident Paula Jones said she asked the tour manager if he had any children and whether he would want his daughters attending a school where date rape was encouraged.

"They just kept saying, 'I respect what you have to say and we will report back to AXE,'" Jones said.

Signs with slogans such as "F*ck the white, patriarchal, heterosexist, capitalist PARADIGM" and "My body is NOT a game! 'Mojo Master' is

lame" were carried at 1:30 p.m., as more than 20 protesters marched back and forth between the tent outside the EMU Ticket Office and the corner of East 13th Avenue and University Street.

Three game players scurried out of the tent as the protesters returned from the march to yell phrases such as "Hey hey! Ho ho! Mojo Master has got to go!"

The tour prepared to leave campus at 2 p.m. Some protesters took credit for the early departure, because the tour was originally scheduled to remain on campus from 10 a.m. until 4 p.m., but Scheduling and Event Services Coordinator Amy Johnson

said AXE called her office late Monday afternoon to change its departure time to 2 p.m.

"We knew there would be things that some might find controversial," Johnson said.

University Scheduling Manager Jessi Steward said the scheduling office strives to be content-neutral when scheduling events and allowing vendors to rent space on campus, and that the scheduling office worked closely with both AXE and the protesters.

Contact the business, science and technology reporter at esylwester@dailyemerald.com

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KATE HORTON | PHOTOGRAPHER

Several students protest a new video game promoting AXE on Tuesday in front of the ASUO Office. The game 'Mojo Master' is designed to promote AXE's new fragrance, Unlimited.

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