

ON CAMPUS

Environmental Fundraiser Makes \$700 For Sustainable Campus Conference Attendees



Kimberley Johnston
A&E Editor

Apparently booze and the environment can work together for the greater good. This was Michael Willcock's strategy when he and the UPEI Environmental Club devised a plan to enable club members to attend a sustainable campus conference in Vancouver at the end of September. And the plan was a palpable success.

"The concert was a total success. After the initial costs of putting on the concert, we raised about \$700 which was really good, considering everyone was telling us we wouldn't make anything."

"Our promotional strategy was 'come out and see some wicked bands and get hammered'. Essentially, we really wanted to touch home with the student body, and what better way to do that than to raffle off tickets for a (texas) mickey?"

What better way, indeed?

Concert goers turned out in drunken droves to see local bands Fugato, Officer Girl, the Robots, and the Dank. According to Willcock, the lineup was pretty easily attained. The bands even played for nothing; save for free beer in the green room.

"I'm lucky enough to have a roommate in Fugato, so they were easy to get. I also know the guys from Officer Girl, and they were more than happy to help us out. Chris Doiron, who is in the Robots and the Dank, is also in the Environmental Society, so it wasn't a problem to get them to play as well. It really helps when you have those kinds of connections to work with."

In fact, the entire concert came together in three weeks; and attained optimal success.

"We were very surprised at the results because we put the concert together very, very quickly. But there was overwhelming support for it—both through the Student Union and the student body. I was a little surprised at the results because I knew that since we are a new society on campus, not many people knew about us! But now a lot more people know about us, and we got about eight more people that night who joined the club!"

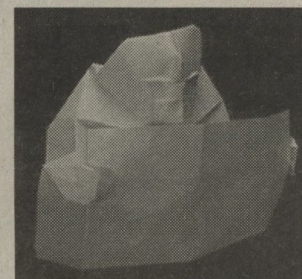
"It took about three weeks in all to get everything planned. It came together actually quite smoothly, thanks to Ellen Klein, who got in contact with The Wave for us, and made everything happen. Big props to Ellen! Thanks to The Wave as well, for letting us take all the proceeds from the door. We wouldn't have made half as much (money) if we had to give some (of the profits) to them."

The third-year Environmental Studies and Business major wanted to thank everyone who helped make the fund-raiser a success.

"I'd just like to say once again how thankful everyone from the Environmental Society is to everyone who helped us out, from the Wave Staff, to the drunk people at the bar, and especially the bands, and Ellen Klein as well."

Continued on page 14

Newspaper Tidbits



Man-Sum Yau
Production Editor

Many of you probably noticed piles of newspapers around campus two weeks ago when the first issue of *The Cadre* came out. One of our goals is to make the student paper accessible to students of every program both content and distribution-wise. The papers are not meant to waste space, paper, ink, energy, or time. Pick up a copy, have a look at it, and keep yourself up-to-date with the world around you. *Did you know that a full-sized roll of newsprint would stretch for more than 10 kilometers or 6.5 miles when unrolled? A large Canadian newspaper uses about 200 full rolls of newsprint each day.¹* That is a lot of paper and a lot of ink. The three R's are important - recycling, reducing, and reusing - even for a small university paper like ours.

RECYCLE

Simply drop the used newspaper you read into a recycling bin for paper.

REDUCE

Share the newspapers with each other.

REUSE

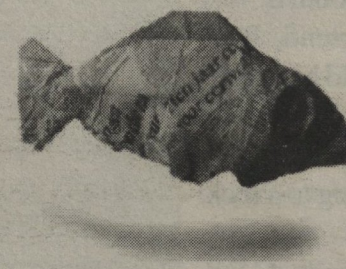
Be practical:

- Newspapers may not be as much fun as bubble packs, but they can still keep breakables safe.

Be creative:

- One of the ingredients of paper maché paste is newspaper.
- Newspaper can be used for the Japanese crafts, origami and kirigami.
- If your walls are bare, "put up" a good article.

Remember - recycle, reduce, or reuse after you finish reading this newspaper, and check out the next issue for tidbits on ink.



¹ For more newspaper statistics, visit the Canadian Newspaper Association website <http://www.cna-acj.ca/client/cna/cna.nsf/web/FactsTrivia>.