

Corporate sponsors, social responsibility...and beer

(CPS)—It had everything—from adventure to romance, social responsibility to corporate sponsors, MTV and, of course, beer.

Spring Break 1992 was perhaps kinder and gentler than in years past, with some promoters asking for donations for AIDS research and almost everyone telling students to "Party Smart."

As always, not everyone heard the message, but the number of serious Spring Break incidents was down from years past, when the month-long party conjured images of drunken students leaping off motel balconies and consuming large quantities of drugs.

The most serious incidents of Spring Break 1992 include:

*The shooting death of an Old Dominion University sophomore in Miami. The student, 19-year-old Paul Sauder, was killed in a car when a teenager

opened fired on Sauder and four classmates who had stopped to buy crack cocaine in one of the city's drug-infested neighborhoods.

Police arrested a 19-year-old Miami man for the shooting, but said they have no idea why he started shooting at the students.

*The death of a 20-year-old Ontario man who choked on his own vomit in a Daytona parking garage. Police said the death was related to alcohol consumption but did not know the man's blood alcohol level. Police said the man was not a student, but had traveled to Florida to party with friends during the break.

*Two University of Miami students died and three others were injured when their jeep overturned in Cancun, Mexico. Sophomores Melissa Fernandez, 19, a biology student from Miami Beach, and Adam Lein-

fuss, 20, a communications major from Manhasset, N.Y., were killed March 8 when the driver lost control of the rented jeep about 100 miles west of Cancun.

Despite a few incidents, police said most students were well-behaved this year.

At Daytona, one beach patrol officer said the main problem "is just drunkenness."

"They've been really good this year. They listen to us when they're told to do something. We haven't had any major problems," said the officer, who asked not to be identified.

Most students agree.

Adventure seeking students took advantage of a flight simulator located off the boardwalk, along with parasailing and orbotrons, the circular contraptions in which people stand, then twist, flip and spin in various directions.

The adventure promoters weren't alone in trying to capture the students' attention.

More than 200 companies visited Daytona this year to give

free samples to college students and promote their products to the younger market.

A booth sponsored by Geo offered free head—and—neck massages to students who test—drove Prisms. Introspect, a clothing line, constructed a mountain on the beach for students to play on. And Lagerfeld, makers of men's cologne, had attractive young women tossing free cologne samples to men as they walked along the boardwalk.

Dodge, although it had several cars on display along the boardwalk and in front of hotels, gave its "Rockin' Campus Bash" campaign a more responsible spin. Dodge gave out free squeeze bottles and hats to students who drove in its Drunk Driving Simulator.

"What we're trying to show students is the danger of drunk driving," said Jerry Barhart, a program instructor for the simulator.

"What we do is have students drive through (a path lined with orange cones) once, then have them drive through

with our computer simulating what it's like with a .10 blood alcohol level," he said. "The computer delays steering and breaking, like your reactions when you're drunk."

In addition to the corporate festival, MTV provided its annual musical relief with its "Party in the Park." This year's list of performers included the Dead Milkmen, Sweet FA, Primus and Woody Harrelson among others.

The MTV personalities were popular with students as well.

"Four years ago they (MTV) wouldn't even let me hold a mike," said Pauly Shore, who got his first big MTV break in Daytona in 1988. "This year, I was king of Spring Break. It was buff."

The students are also buff (cool) for local retailers. According to Daytona Beach Convention and Visitor's Bureau, an estimated 400,000 students visited Daytona during March, spending an estimated \$160 million.



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Students urged not to trash beaches

NEW YORK (CPS)—In 1990, nearly 1.2 million pounds of debris were found on the beaches of popular Spring Break destinations in Florida, California and Texas, according to the Center for Marine Conservation.

The mess has inspired a swimwear manufacturer to

promote a cleanup effort at beaches frequented by college students. Jantzen, Inc. estimates that 40 percent of the college population will take part in the annual Spring Break migration this year.

The company, assisted by 100,000 volunteers, will sponsor beach cleanups and "Clean

Water" initiatives. The company reminds students to "stash their trash" and asks them not to smoke or leave plastic six-pack holders on the beaches. The company also recommends carpooling to the beach to reduce air pollution and using reusable sports bottles for cold drinks.

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