

SPORTS BOARD

SPORTS, GAMING, HORSERACING

DECEMBER 8, 1983



ATLANTA — Senator Leroy Johnson, left, Executive Director, Atlanta-Fulton County Recreation Authority and Eugene McCullers, manager, Community Affairs, Coca-Cola USA, pre-sent a sponsoring check to Kenneth Free, Commissioner, Mid-Eastern Athletic Conference for the Jan. 14 SWAC/MEAC All-Star Bowl.

COCA-COLA USA SPONSORS NEW ATLANTA NCAA FOOTBALL ALL-STAR BOWL

ATLANTA — Coca-Cola USA will sponsor a new NCAA football all-star bowl game, featuring the top players from the Southwest and Mid-east Athletic Conferences (SWAC and MEAC).

Dubbed The SWAC/MEAC All-Star Bowl, this head-to-head meeting of players of these NCAA division I-AA conferences will be Jan. 14, 1984 in Atlanta's Fulton County Stadium.

"The Coca-Cola system is a traditional supporter of amateur athletics and of localeconomies," said Eugene McCullers, manager, Community Affairs, Coca-Cola USA.

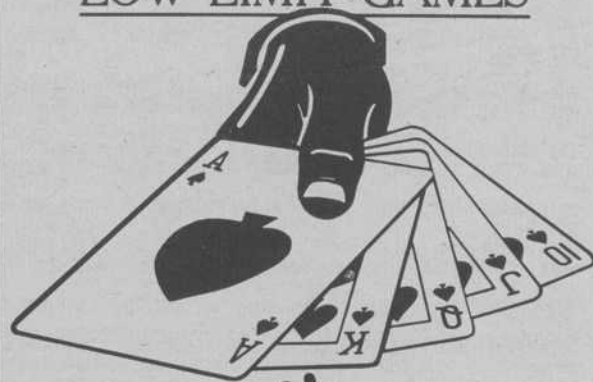
"Sponsoring the SWAC/MEAC All-Star Bowl is a firm expression of both traits — we're able to help the NCAA conferences as well as bring incremental revenue to Atlanta's economy," he added.

NCAA Division I-AA

includes perennial city in Louisiana and powerhouses such as Grambling State University in Washington, D.C.

24 HOUR POKER!

LOW LIMIT GAMES



Holiday Inn®

HOTEL & HOLIDAY CASINO
Center Strip - Across from Caesars Palace

"While you're at the Holiday Inn,
Enjoy casual dining in our all new - Claudine's Steak House"

"PUMPING IRON II" AT CAESARS

Caesars Palace will once again be the location for a major motion picture when George Butler arrived Monday with his cast and crew to film the finale of "Pumping Iron II — The Women."

Butler put bodybuilding on the map with his hit movie "Pumping Iron," and he continues

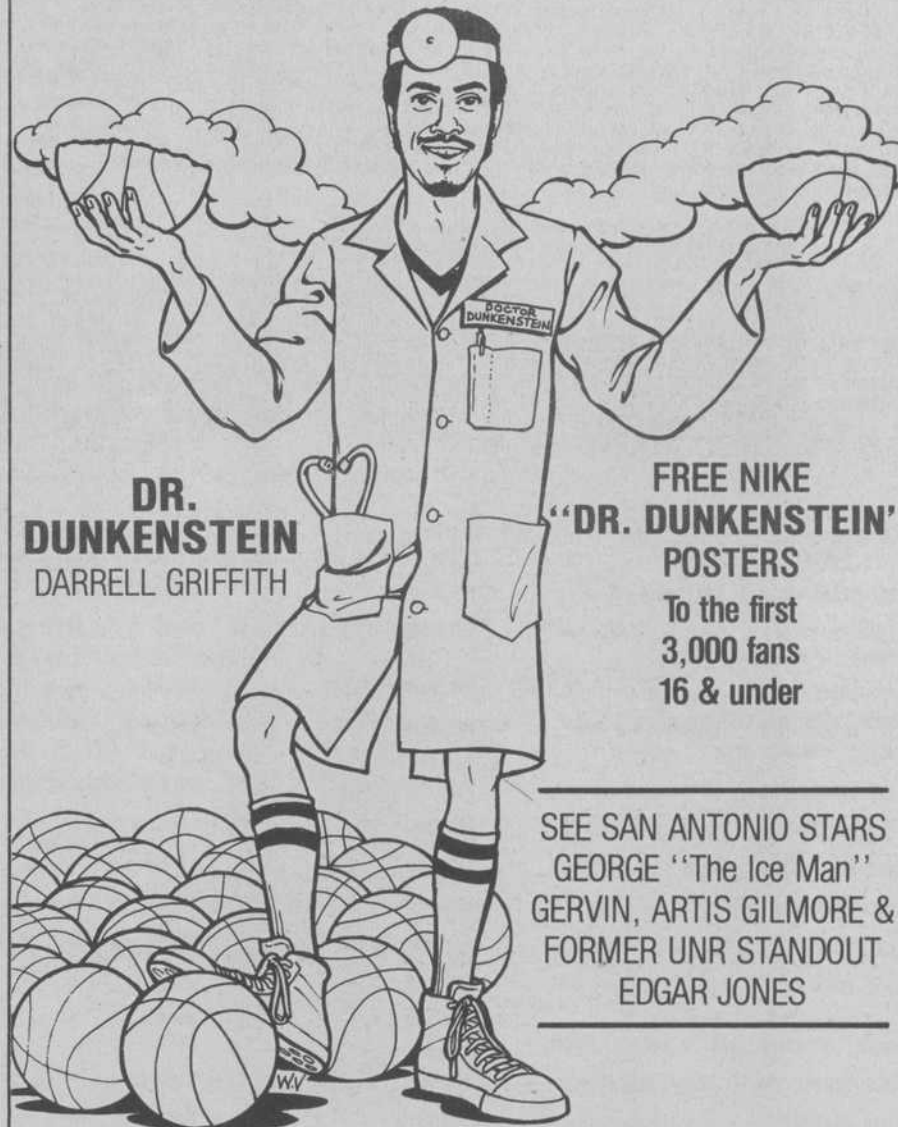
to document the booming sport in his new film about female bodybuilders. The climax of "Pumping Iron II — The Women" is the Caesars World Cup on Dec. 10 in the Circus Maximus

Showroom. It is the richest female bodybuilding event in history, with a purse of \$50,000 — dou-

ble the top prize awarded in past competitions. On Dec. 11 the world's best male bodybuilders will compete for \$30,000 in the Caesars Grand Prix.

"Pumping Iron II — The Women" is scheduled for a summer 1984 release and features the top names in female bodybuilding.

ATL vs SPURS
FRIDAY, DEC. 9TH 7:30 PM



DR. DUNKENSTEIN
DARRELL GRIFFITH

FREE NIKE "DR. DUNKENSTEIN" POSTERS
To the first 3,000 fans 16 & under

SEE SAN ANTONIO STARS GEORGE "The Ice Man" GERVIN, ARTIS GILMORE & FORMER UNR STANDOUT EDGAR JONES

CALL 369-2255!

TICKETS ON SALE NOW AT THE THOMAS & MACK CENTER