

Crows sponsor mud wrestling

**By Bill McDermott
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☞ Georgeous young ladies rolling around in the mud for charity? The whole idea is preposterous! But that never stopped the Phi Kappa Crows before.

Originality is always associated with Alpha Chi Rho at the University of Illinois. As Gene Honda of K-104 (a Champaign radio station) said, "Only those guys at Alpha Chi Rho would ever think to bring you Women's Professional Mudwrestling."

Getting the mudwrestling show together involved a huge amount of work. The Crows got the job done under the leadership of Jim Spere-lakis, Dale Marquart, and Dan Layzell.

House Participates

However, nothing this big could ever have been accomplished by only three people. The entire House participated. Flyers and posters covered the campus. Local businesses were contacted in person for donations.

Crows were responsible for the security at The Showcase. These men also cleaned up the mess. If you think clean-up wouldn't be bad, you have never tried to drag a ton of mud in plastic sheets through a nightclub, down a sidewalk, and up into a garbage dumpster!

Another reason success was achieved was superb advertising. Over 1400 flyers plastered the campus. These flyers, described "The Chicago Knockers" professional

mudwrestling team as well as when, where, how, and why the event was held.

Walking Ads

The Crows were walking advertisements in their Mudwrestling T-shirts. Ads were run in the Champaign-Urbana News Gazette and in The Daily Illini.

Both Champaign-Urbana radio stations spread the news. Whether it was the advertising or the picture of the girls on the flyers, something brought in more than 150 advance ticket sales.

The Showcase had to be transformed into a mudwrestling arena. Brothers were impressed by The Showcase and its many facilities.

Connect Cassette

I remember connecting the House's cassette deck into the sound system, on a par with Studio 54's. I was left breathless by this new toy.

By 7:30 people were lined up at the entrance. The doors opened at 8:00. Brother Mike Berger, a disc jockey at WPGU, began spinning the discs. The crowd was a mixture of "townies" and students.

Couples danced, as onlookers put away 35¢ draft beers. A Hamm's beer distributor gave away beer signs and lights, caps, T-shirts, and dinners at local restaurants.

Show Starts

At 9:30 the show started when comedian Reverend Kelly of the Immoral Majority came on stage. Kelly got the crowd psyched for the mudwrestlers.

A raffle ensued while the Knock-

ers' roadies were busy making mud. Berger put on the mudwrestlers' tape which evolved into a facsimile of the theme from "Rocky." The Knockers' announcer appeared to introduce the mudwrestlers, including "Baby Bomber," "Peaches," "Midnight Cowboy," "Feisty Fifi," and "Hurricane Blondie".

Each match was a one-on-one with three separate 1½-minute rounds. The girls really went at it. Of course, most of it was theatrics, but everyone was having "good clean fun" as mud flew in every direction.

Two Hours

The Chicago Knockers performed for about two hours and then invited any girl in the audience to come up and try. The girls were too shy; none responded. But The Knockers spotted Kevin Johnston, sportscaster Champaign's WCIA-TV.

Two of the Knockers took him on in the mud. He was soundly thrashed. WCIA's George Bryant filmed the event for his "On The Move" program.

Kevin Johnston and George Bryant were given complimentary bottles of Old Crow whiskey and AXP Mudwrestling T-shirts. Johnston was also awarded a plaque for working "above and beyond the call of duty." Looking on was Illinois State Senator Tim Johnson.

The proceeds raised, which included a \$400 grant from AXPEF went to the Loves Park Fund of the Champaign Children's Home.