

# THE DAILY HELMSMAN

## Tiger Takes

AND FOOTBALL PREVIEW

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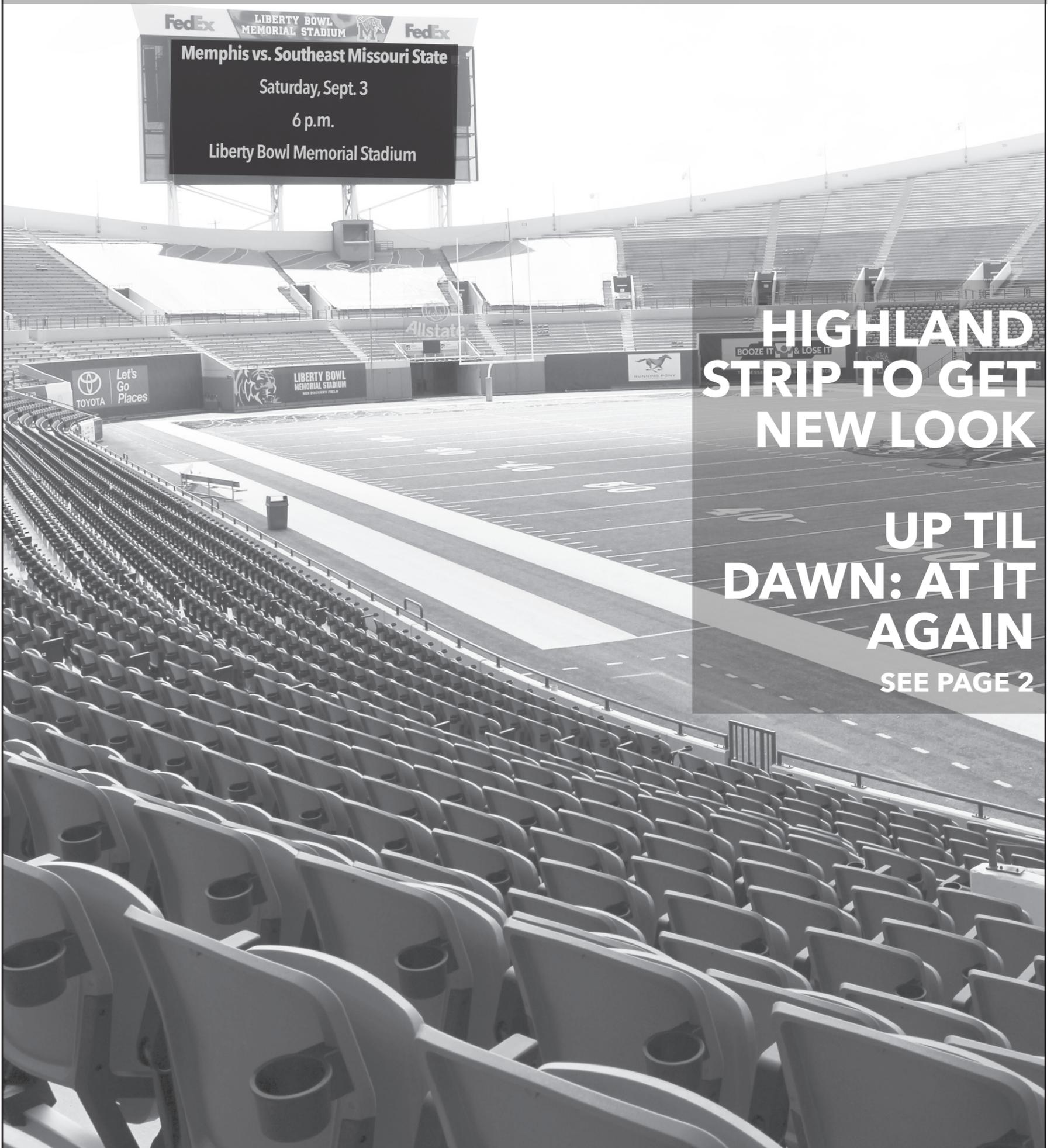
Friday, September 2, 2016

VOL. 84 NO. 010

## 'CHIC' AND 'SEXY'

AND OTHER WORDS TO DESCRIBE THE LIBERTY BOWL UPGRADE

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HIGHLAND  
STRIP TO GET  
NEW LOOK

UP TIL  
DAWN: AT IT  
AGAIN

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# Students fundraising for childhood cancer treatment

By Emily Okins  
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September is Childhood Cancer Awareness Month - a national movement to raise funds and awareness for the over 15,000 children who are diagnosed with cancer every year, according to the American Childhood Cancer Organization. Since the University of Memphis is heavily involved with St. Jude Children's Research Hospital, it's very personal for many students.

Up 'til Dawn, the university's primary fundraising source on campus for St. Jude, is orchestrating several events throughout September to keep students aware and engaged in its mission to end childhood cancer.

"National Reunion Day is St. Jude's national push to raise awareness for childhood cancer," Breanna Pollet, Up 'til Dawn's sponsorship director, said.

This will be their largest event, which will be held on Sept. 27 and

28. "We'll be setting up tables all across campus to educate students on Up 'til Dawn and recruit them to join us in fundraising for the children of St. Jude," Pollet said.

Sophomore Mary Kate Watson is applying for the Up 'til Dawn position of Morale Captain. This role serves to keep students excited about the cause throughout the year.

"When we fundraise, it's so easy to get caught up in the numbers and forget how our efforts impact a child's ability to get treatment," Watson said. "Childhood Cancer Awareness month is so impactful for me. This month really brings everything back into focus."

Applications for Morale Captain are live on Tiger Zone and due Sept. 6 by midnight.

Social media also plays a large part in Up 'til Dawn's efforts. The executive board is currently creating a marketing graphic image for members to post on their social

media and is encouraging members to begin posting their personal fundraising pages this month.

"People really have a heart for St. Jude and its mission during an important month like this," Pollet said. "It's a great opportunity to fundraise."

Watson said she agreed in the importance of using social media to raise awareness and increase fundraising.

"If we can really pull Childhood Cancer Awareness Month into it and show people why we're raising money. I think it will have an even bigger impact on our community," Watson said.

The St. Jude hashtag is #stjudeUTD and members are encouraged to use it.

Last year, Up 'til Dawn had a record breaking year, raising \$275,000. This year, they are aiming for at least \$250,000.

Outside of Up 'til Dawn, some students are taking their involvement with St. Jude to a corporate

level, with fall internships starting in the coming weeks. Senior Stephanie Pierce, a Up 'til Dawn member and former executive officer, is beginning her fourth internship with St. Jude next week. She'll be in the strategic partnerships department.

"St. Jude is one of those organizations you can't not love," Pierce said. "With the internship being so close to the hospital, you really get to see where your fundraising efforts are going."

Enterprise support supervisor Jeremy Randolph said fifteen new interns start later this month at the St. Jude University Engagement Center, located in the Billy Mac Jones building.

"It's our responsibility to save the next generation," Pierce said. "With so much bad in the world, St. Jude is an amazing reflection of everything good. I've been on the outside, the inside, and alongside St. Jude, and no matter what perspective I look at it, its mission is still amazing."

## Improvements are coming to the Highland Strip

By Nick Lingerfelt  
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The University of Memphis is supporting an application by the University Neighborhoods Development Corporation that would improve the areas along the Highland Strip.

"It's kind of dodgy," sophomore Maya Benson said. "As you go on the other side of Highland and Southern, things get sketchy"

The areas surrounding the university are full of empty lots and sidewalks that have fallen into disrepair. Some students agree the area would benefit from a facelift while others do not believe it's decrepit or dangerous.

"It could definitely be better," junior sports and leisure management major Stephen Rose said. "But they're getting it where it needs to be."

UNDC proposes that the redevelopment would attract new businesses and industries, which would increase property value and economic activity. Increased property taxes from such activity would fund future improvements to the university area with the remainder of the taxes going to the city and county.

University of Memphis and the UNDC," President David Rudd said in an e-mail to students and faculty.

TIF will provide for over \$37 million to be invested into the university district neighborhood over the next two decades with none of the funds going to private property. They will allocate \$21 million of the taxes to Highland Strip improvements with the remaining \$15 million as new revenue for the city and county.

UNDC hopes that safety and infrastructure improvements will promote walkability and a sense of community as well as retain talent in Memphis.

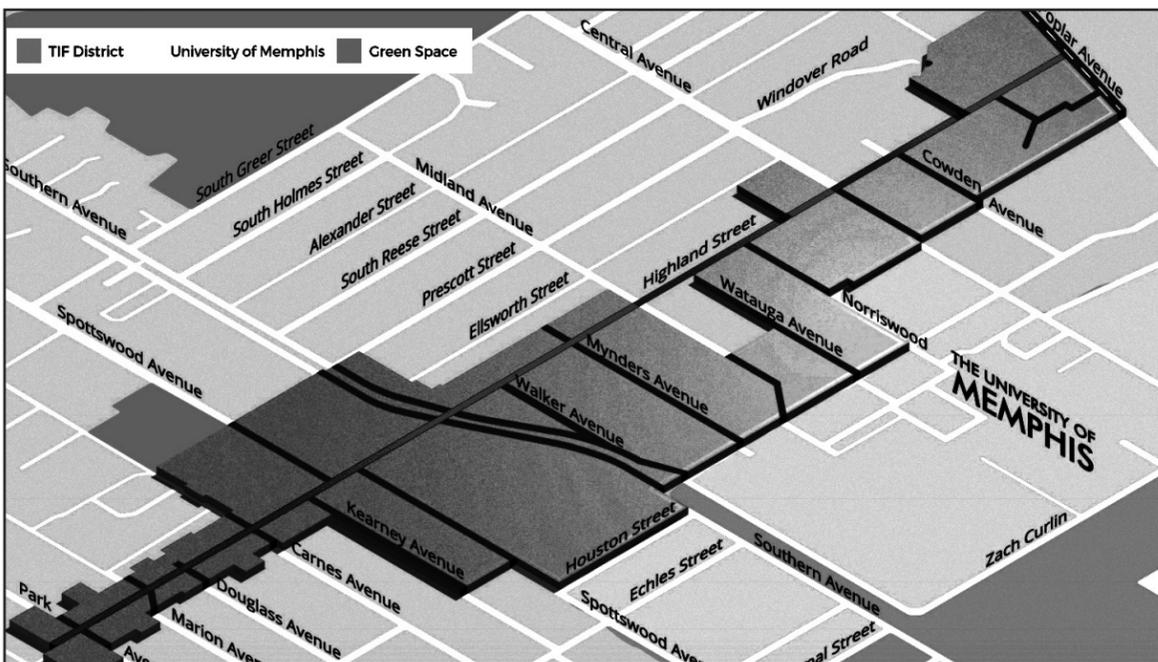
Loeb Properties, the construction company currently working on the Highland Strip, supports TIF but is not sponsoring it.

"We're excited about being good neighbors," Ciara Neill, director of marketing at Loeb Properties, said. "[TIF] is a great way to make the area safer and retain students of the University of Memphis."

The district that TIF covers stretches from Park Avenue to Poplar Avenue along Highland Street.

Some new students do not see anything wrong with the area.

"It seems pretty safe to me so far," freshman Imani Sprating said. "I see police everywhere I go."



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# Tiger Taxes

“What are your expectations for Saturday’s game?”

BY SAIRA SIKANDAR | STAFF



“I’m big on football, but may not have time to go to the game. I’ve been to games before and loved it, especially the atmosphere. It was amazing and really turned. Everyone should go at least once.”

— Chandler Lambert, 18  
Computer Science

“I’m attending my first game as a college student and I’m so excited for the college experience. I think it should be a rule for all freshmen. They should go to their college games, or at least the first three. I heard that there will be freebies and giveaways too. That just makes me even more excited. I’m hoping to get pom-poms to match my tiger tail.”

— Allison Schweizer, 18  
Mechanical Engineering



“I’m not really into sports, so I probably won’t bother going to the game. I’ve been to games before, but didn’t care for it that much. I’m more of a ‘watch on TV’ kind of guy.”

— Corey Bedell, 18  
Computer Science & Chemistry

## Memphis vs Southeast Missouri State preview

By Jon Bell  
jmbell3@memphis.edu

The Memphis Tigers open up the season against the Southeast Missouri State Redhawks at 6 p.m. Saturday at Liberty Bowl Memorial Stadium.

The Redhawks have continued to struggle in the Ohio Valley Conference with 2010 being their last winning season.

Riley Ferguson will be making his first start for the Memphis Tigers as he attempts to fill the hole left behind by Paxton Lynch.

The Tigers have multiple running backs who are capable of having big games. Something to look for will be who gets the majority of the early touches or if the ball is evenly distributed to the backs. Doroland Dorceus is a returning starter and is expected to get the majority of the carries this season, but Darrell Henderson, Sam Craft and Tony Pollard are also expected to receive touches.

Anthony Miller and Phil

Mayhue are the two receivers to watch in this game. They were the second and third targets for Lynch last season behind Mose Frazier. Tight end Daniel Montiel could also see an increased role as he takes over the starting position left vacant by Alan Cross.

Linebacker Shareef White, nose tackle Donald Pennington and defense end Christian Johnson have the chance to cause havoc in the backfield throughout the game. Linebacker Jackson Dillon will not be starting against the Redhawks after recovering from a knee injury this summer, but should see some time on the field.

The Redhawks are a team that ran the ball much better than they threw last season and their top returning receiver had less than 300 yards last season. Memphis should be able to take advantage of the poor passing game and hold the Redhawks passing to a minimum.

The game can be seen on ESPN3.

“I won’t be attending the game, but I’ve been before.

It was fun. My favorite part was when all the players came out of the tunnel and the fire shot up.

I’d probably go to a game again, but I’m more of a basketball fan. But, hey, go, tigers, go! We’ll still win without a doubt.”

— Brisa Rodriguez, 19  
Nursing



“I sure will be attending the game. I’ve always gone to football games, ever since I was young. For my birthday, we would always go to the Memphis vs. Ole Miss games. We usually lost, but it was still really fun. I’m looking for a win this Saturday, though, to scout out the team and get a feel for how we are this season.”

— Sean Sullivan, 19  
Math

# Liberty Bowl brought into '21st century'

By Chip Williams  
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Liberty Bowl Memorial Stadium underwent a summer facelift that cost north of \$9 million in advance of the 2016 football season.

New lights surrounding the field, an additional 4,500 lower-level seatback chairs and a lavish recruiting room are just some of the upgrades Tom Marshall, of O.T. Marshall Architects, oversaw this summer with the help of new head coach Mike Norvell.

"Coach Norvell is a personal dynamo with tons of energy," Marshall said. "He's great at conveying his thoughts and for an architect, that's important. The more I hear, the more I can make it a reality."

Marshall and his team began the project over seven years ago when they originally submitted a response for the construction of what is now Tiger Lane.

Marshall's father, Oscar Thomas 'O.T.' Marshall, who founded O.T. Marshall Architects in 1957, had been a staple in Memphis architecture for decades, completing numerous projects for the city.

"My father had done several buildings for the city in years prior, so we were selected by the city of Memphis to demolish the fairgrounds buildings and construct Tiger Lane," Marshall explained. "We got the second phase of the [Liberty Bowl] project because of the work we did on Tiger Lane."

The second phase of the Liberty Bowl project began with Marshall and the previous head coach, Justin Fuente, selecting new field turf.

"After visiting five fields, [Fuente] selected a turf that he said was 'built for speed,'" Marshall said. "We decided to use the same turf that's used at the Citrus Bowl in Miami."

Marshall said he went to the Liberty Bowl with Norvell to inspect the turf early on.

"When I showed Coach Norvell the turf we put down, he rubbed his hands on it, rubbed his face on it – all the strange things coaches do to turf – and he said, 'yeah, this is what we need,'" Marshall said.

The final phase of the project involved the improvements that fans will see this Saturday as they enter the Liberty Bowl to watch the Tigers take on Southeast Missouri State.

Initially, Memphis was told that it would take over \$41 million to upgrade the Liberty Bowl, until they reached out to O.T. Marshall



PHOTOS BY DAVID MINKIN | STAFF

Over the summer, Liberty Bowl Memorial Stadium underwent \$9 million in renovations. Along with improvements for fans, the stadium also added a recruitment room somewhere between a "Swedish coffee house and a high-tech gaming parlor."

Architects.

"Memphis came to our firm, and we sat down with the justice department to try and lower that figure," Marshall said. "We found middle ground at \$9 million."

Marshall and his firm also helped fix another problem Memphis was having with adding the seatback chairs.

"That \$9 million expanded the handicap ledge at row 25 to approximately 500 spaces for people with disabilities," Marshall said. "We also created additional handicap space in the upper concourse in case some people want a bird's eye view of the game. We basically brought the facilities into the 21st century."

The other firm Memphis had consulted told them they would have to remove and rebuild the existing structure because adding as many as

4,500 seats in place of the bleacher-style seats would obstruct the view of some spectators.

"We determined a way to convert 500 seatback seats to 5,000 while also increasing the width of the seats from 19 inches to 21 inches and adding more leg room," Marshall said. "19-inch seats just aren't wide enough for most people in Memphis."

The most anticipated part of the renovation is something fans won't see when they walk into the stadium, but it will be used often and for an important reason.

"There was about \$50,000 set aside for this project," Marshall said. "Coach Norvell came to me seven weeks ago and said with constantly recruiting players, we needed a special space. I wanted to create something that was



halfway between a Swedish coffee house and a high-tech gaming parlor."

Marshall said they created a recruiting room.

"It wasn't the most expensive part of the project, but it's become the most talked about part of the project. We wanted to make it a chic,

sexy, club-type atmosphere," Marshall said. "There are gaming consoles – PlayStation 4 and Xbox One. There's a set similar to what you would see at ESPN, mannequins with all the different jerseys of Memphis and a bar in that back that serves nonalcoholic drinks, of course."

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