

Gems' spirit lures fans

The Georgetown Junior B hockey club has increased its attendance by at least 20 per cent thus far this season, according to executive member Jim Mackie.

That increase may have much to do with the fans wanting to see how a revitalized team with a new coach and players can handle the competitive Central league Junior B schedule, but also some credit may fall upon a hard-working executive.

One newcomer has led the way for the Gems in lending his promoting expertise and seemingly endless stream of contacts. Bill Large entered the Georgetown Gemini executive this fall to immediately begin a series of new ideas to increase support for the Junior B club and help the team out financially.

Everything from a Cap night, a Blue Jay night, a T-shirt night and other special events at the games has been arranged to attract new fans to the games. Large, a former referee in Junior B hockey is now a teacher in Brampton, but he's also a travel escort for Horizon Holidays in Canada which specializes in cross-country tours. He met and encouraged former Gemini Import Byron Braye from Newfoundland to come to Georgetown for a tryout.

BUFFALO TRIP
Large feels that if the players see that if the executive is working hard, they'll also want to contribute to the club. This Saturday the team is going on a trip to Buffalo to play their Junior B club in an exhibition game and the Gems will treat the players to a dinner at a steakhouse with their girlfriends invited also, Large says.

The club also treated the club to a banquet last week and Dec. 19 a Christmas banquet is planned for the players at the Elk's Hall, courtesy of the Gemini executive.

But for the fans the executive are providing a number of special nights to promote the Junior B brand of hockey.

Sunday Nov. 22 it is Tee Shirt night, sponsored by North Halton sports. Each boy under 14 will receive a Tee Shirt if accompanied by his parent. Sunday Nov. 29 is Miniature Stick night and every boy or girl under 14 accompanied by a parent will receive a stick, courtesy of Coopers.

PUCK NIGHT
Sunday Nov. 29 is Puck Night in which every boy or girl under 14 years will receive a Gemini Puck courtesy of the Gemini. December 12 marks the date that the Carlton Show Band will be performing in Georgetown for a Gemini dance.

Dec. 17 the club will have a Booster club night, selling liquor for the first time all season. Dec. 20 will be Senior Citizens night in which it is planned to charter buses to show the Senior Citizens of Georgetown the Christmas lights, then take them back to the arena for some hot chocolate. If they wish they may watch the Gemini game afterwards, Large says.

After Christmas there is planned a Marlie night, Skate Country night (roller skating passes), McDonald's night, GDMHA night and a Blue Jay night. Each of these nights provides free tickets or some sort of souvenir for coming to the games.

The Gemini have also been busy selling 5,000 tickets for a first prize of a side of beef or \$300 in cash. Two free tickets to Hawaii will also be raffled at the end of the season on a planned party on the Mariposa Bell, a Toronto ferry, in the spring, Large says.

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