



The University of
Montana

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**CATEGORY: SINGLE DAY ATTENDANCE PROMOTION
(MEN'S BASKETBALL)**

PROMOTION: "MONTE NIGHT"

Monte, The University of Montana mascot was named Capital One Mascot of the Year in both 2002 and 2004. He is the only mascot in the nation to be named to this title twice. In order to capitalize on this national award, the marketing department created a "Monte Night" at the February 3rd Grizzly Basketball game vs. Weber State.

The first 500 fans in the door were presented with autographed Monte posters which were in HIGH demand. Monte was introduced and recognized pre-game as the 2004 Mascot of the Year. Throughout the game, Monte was highlighted. He performed during two time-outs with the cheer squad, as the top member of pyramids, which he practiced with the team the week before. He also performed half-time and another time out with the dance team, which he also practiced with the week prior. During the other time-outs, portions of his entry video were shown on our Griz Vision screen so fans could appreciate all he did to win this award.

We had our second highest attendance of the year due to the promotion with fans traveling as far as 4 hours away just to attend this game and recognize Monte for his achievements.



stress level for his medical personnel was extremely high, worse than he remembered as a soldier in the field.

"When you're a war fighter, you only see your wounded comrades for a short period of time," he said. "When you're in a hospital setting, you're seeing the casualties coming in and you're really seeing the suffering and it's not just one or two. It's every day, day in and day out. It's a lot of stress."

When Reynolds wasn't working in the American headquarters in Baghdad's high-security "Green Zone" or ferrying among hospitals, he did get to see some of the sights of Saddam Hussein's Iraq.

He sat in a throne next to a portrait of the deposed Iraqi leader. He saw the lions that belonged to Hussein's son Uday (It's said that Uday let the cats prey on his political enemies.), and the broken helmets of dead Iranian soldiers that decorate a

December intact, with no loss of life.

Today, after a year of 14-hour workdays and life-or-death decisions, the small problems of civilian life seem petty. Meanwhile, there are daily decisions to make - what to wear, what to eat, how to spend free time, which route to take across town - that he did not have to make in Baghdad.

Another tour of Iraq, should it become necessary, is years away. For the foreseeable future, the farthest Reynolds will have to travel for the Reserve is to California, where he'll re-unite with the people who helped him accomplish a difficult mission.

"My brigade is the only Reserve brigade that has really done it," he said. "My guys did a fantastic job."

Ian Marquand is special-projects coordinator for KPAX-TV and the Montana Television Network.

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THE LEWIS & CLARK JOURNALS

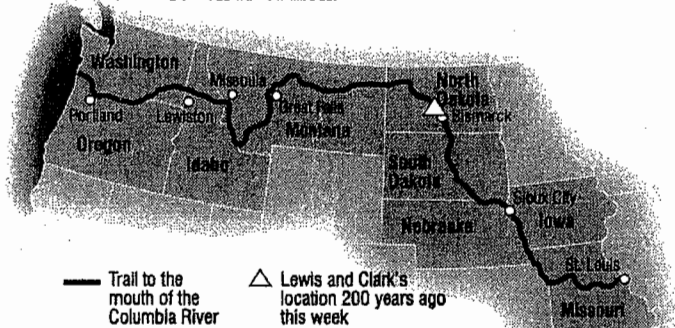
'Mr. La Roche paid us a Visit'

An excerpt from the journals of the Lewis and Clark Expedition from this day 200 years ago, edited by Gary Moulton.

January 30, 1805, Clark.

Mr. La Roche paid us a Visit, & we gave him an answer respecting the request he made when last here of accompanying us on our Journey [refused].

Annotation: The expedition did add members at Fort Mandan, including Baptiste Le Page and the Charbonneau family, Toussaint, Sakakawea, and young Jean Baptiste (Pomp). Toussaint Charbonneau was hired as an interpreter and Le Page was hired to replace John Newman, who had been courtmartialled and was sent back to St. Louis in the spring of 1805 with a detachment of soldiers and the French rivermen.



Check out www.lewisandclark.com

MONTE NIGHT

First 500 people receive a FREE New Monte poster!



"MASCOT OF THE YEAR"

THURS.

Feb. 3rd

Griz vs. Weber State

tip off 7:05 pm

Dahlberg Arena

For ticket information call 406-243-4051 or 1-888-MONTANA or any Griz Tix outlet

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