

Media advisory on Welcome Week for incoming students

September 17, 1976

MEDIA ADVISORY

EDITORS! Picture Possibilities

STORY: A "new games" tournament at UC San Diego to conclude Welcome Week featuring the new non-aggressive games based on the premise, "Play hard, play fair, nobody gets hurt." New games have been called "recession recreation," "soft war" and "creative play."

DATE: Sunday, Sept. 26, 1976.

TIME: Noon to 4 p.m.

PLACE: UC San Diego playing field west of the swimming pool, near Muir College campus.

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The "new games" tournament -- consisting of non-aggressive, mass-participation games -- is a concept only a few years old. The games are low-cost, consume little energy and encourage high environmental and community consciousness. The idea grew out of two emerging play philosophies -- "soft war" and "creative play." "Soft war", was the idea of Stewart Brand ("Whole Earth Catalog") who concluded that "humans must have a need for war since they do so much of it." "Creative play" was the theory of former editor George Leonard, who said that a free-form environment enables a player to use imagination by devising new ways to play and pushing his/her limits to achieve a sense of self and satisfaction. New games are played with hundreds of participants. Some examples are infinity volleyball and earthball, played with an enormous ball, several feet in diameter. Boofing is swordplay with foam rubber bats. Everyone participates. Winning and losing are unimportant. Playing is the only reason for being there.

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