

CHANGING TRADITIONS

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The additions being made at Auburn University.

The once pristine stands of Jordan-Hare Stadium are now covered with aluminum cans, symbolizing a shift in traditions and a gameday experience that will never be the same. Glory to Ole Auburn still rings in the ears of every fan but “Glory, glory to Ole Auburn” has a new sense of meaning.

[Click for: Glory to Ole Auburn by the Auburn Marching Band](#)

Auburn University, renowned for its athletic traditions, has recently embarked on a new chapter by introducing alcohol sales at sporting events. This strategic decision is aimed at elevating the overall fan experience while simultaneously generating additional revenue for the university. The initiative to incorporate alcohol sales commenced in the spring of 2023, debuting at basketball games hosted in Neville Arena and baseball games held at Plainsman Park. Following the successful implementation and positive reception from fans, the university has unveiled plans to expand alcohol sales to additional sporting events in the upcoming months. This progressive move not only aligns with the evolving landscape of collegiate athletics but also reflects Auburn's commitment to enhancing the game-day atmosphere and fostering a vibrant sense of community among its supporters.

The Auburn Family prides itself in having long-lasting traditions. These traditions weave together the uniqueness of Auburn University. Auburn fans bleed orange and blue with pride. These traditions unite generations of students, alumni, and fans in a shared sense of pride and camaraderie. The resounding battle cry of "War Eagle" reverberates through the air as the eagle soars above Jordan-Hare Stadium. The exhilarating rush to be the first to drape the iconic Toomer's Corner in celebratory toilet paper after a hard-fought victory. These cherished traditions, steeped in history and tradition, serve as a testament to the unwavering loyalty and dedication of the Auburn community. The stands of Jordan-Hare Stadium have never echoed with the clinking of aluminum cans, but a new addition could herald a change that may impact Auburn Football in more ways than one.

When asked if this change may be permanent, Greg Drye, Director of Operations for Auburn University Baseball, said, “with everything being more expensive in the athletic departments, schools will need to come up with creative ways to generate dollars and cents and alcohol sales is one way to do so.” Baseball has seen positive feedback as one of the trial athletic locations of sales. Front Office Sports released that in 2019 Texas A&M’s gross total for alcohol revenue reached \$2.4 million and the University of North Carolina’s revenue has quadrupled since selling alcohol. Auburn will be able to use this additional revenue to better other areas of campus.

Curiosity arises within students and whether Tiger Card money will be able to purchase alcohol. The alcohol for sale will include beer, canned wine, and hard seltzers. Ian McArdle, General Manager of Concessions at Auburn University, said Tiger Cards will not be used to buy the alcohol. Ian also said, “Alcohol has already been approved to be sold at all sporting events except equestrian and tennis.” Neither equestrian nor tennis have concession stands at their events.

With Auburn being the last Southeastern Conference school to sell alcohol, it emphasizes the thoughtfulness and deliberation that went into making this decision. John Cohen, Auburn’s Athletic Director, said, “I don’t think there was a specific reason why Auburn was last to come to this.” Such a significant decision requires thorough research, careful consideration, and time to ensure that it aligns with the university’s values and goals. The anticipation and buzz surrounding the 2024 Auburn Football season and other athletic events are palpable in the town, with a mix of both apprehension and excitement as the community eagerly awaits the impact of this new addition on the overall game-day experience. The careful planning and strategic approach taken by Auburn University in this matter reflect their commitment to enhancing the fan experience while maintaining the integrity and values of the institution.

Will students, faculty, athletes, fans, and community members enjoy this addition?



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It comes as no surprise that the desire to be an Auburn Tiger grows each year. A new enrollment record was met with the largest first-year class in university history. Auburn offers a blend of academic excellence, involved campus life, lively sporting events, and a joyful community spirit. The top-ranked engineering, business, and agriculture programs are among the many reasons students long to go to Auburn. The sense of tradition is among the highest reasons.

Campus tours of the university are not just about showcasing the academic and physical aspects of the campus but also about sharing the humorous tales and traditions that have been passed down through generations. These tales add a unique charm to the tour, captivating prospective students and parents and leaving them eager to learn more. While some may wonder about the absence of alcohol sales on campus, it is not a common topic of discussion during tours. Jack Self, the 2023 President of Student Recruiters, noted that while an occasional observation has been made, it has not been a prevalent question. This highlights that students are drawn to the vibrant spirit of the university for reasons beyond alcohol, such as the spirited chants of "War Eagle" on game day, which symbolize unity, pride, and a shared sense of community among students and fans.

Will students be able to uphold the values of Auburn men and women on gameday with a drink in hand? Kate Preston, The Official Hostess of Auburn University 2023, said, "I think that Auburn men and women can hold themselves to the ideals of the Auburn Creed — Honesty and truthfulness, hard work, education, and the human touch — while enjoying a drink on a game-day. I think that it's not the alcohol that is the issue, but how it is handled that is the issue." Auburn fans are typically viewed as respectful and well-behaved. Rowdiness from fans is something that Auburn will not tolerate.

Regardless, the addition of alcohol sales at Auburn University's sporting events can be perceived as a contentious issue for some fans. However, Auburn University acknowledges the significance of promoting responsible alcohol consumption and preserving the beauty of the plains. As articulated in a line from The Auburn Creed, "I believe in obedience to law because it protects the rights of all," the university emphasizes the importance of upholding values that reflect the integrity and character of Auburn men and women. By adhering to these principles, the community can ensure that cherished gameday traditions are upheld while also fostering a safe and respectful environment for all attendees. It is through the foundation of trust between students, fans, and the university that such changes can be introduced and embraced with confidence and mutual respect.



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Auburn University recently addressed the findings of several studies in a statement to AL.com, highlighting the positive impact of alcohol sales at college athletic events. These studies have shown that allowing alcohol sales at gameday events can lead to a decrease in binge drinking among fans. Additionally, the availability of alcohol at these events has been linked to a reduction in alcohol-related offenses on gameday, creating a safer and more controlled environment for fans. One contributing factor to this decrease in binge drinking and alcohol-related incidents is the high cost of the beverage options available for purchase. By pricing these alcoholic beverages at a premium, it not only serves as a deterrent for excessive consumption but also promotes responsible drinking habits among attendants.

The Auburn community is predominantly composed of individuals who identify as Christians and hold steadfast to their moral values and beliefs. While the Bible does not explicitly prohibit drinking, it does caution against the dangers of drunkenness. As a result, some members of the community, such as parents of young children, dedicated church attendees, and those with strict religious backgrounds, may express reservations about the introduction of alcohol consumption at Jordan-Hare Stadium. Concerns may arise regarding the potential exposure of children to behaviors associated with irresponsible drinking during game days, leading to a shift in the family gameday experience for some individuals within the community. This change may prompt discussions and considerations about how to balance the enjoyment of sporting events with upholding personal and religious values.

Auburn University is in what some call, "The Bible Belt." There is not a specific geographical region, but it can informally be described as southern states. This term is typically used to describe these 10 states: Mississippi, Alabama, Louisiana, Arkansas, South Carolina, Tennessee, North Carolina, Georgia, and Oklahoma. The Bible Belt of the U.S. is culturally known as an area where Christianity and religious tradition influence everyday life. With Auburn falling in this geographical area, many Christians may not tolerate the alcohol on gameday addition.

Auburn University's decision to introduce alcohol sales at basketball and baseball games reflects its commitment to enhancing the fan experience and generating additional revenue. With responsible alcohol consumption measures in place, this initiative aims to create a safe and enjoyable environment for fans while contributing to the overall success of Auburn's athletic programs. The addition of these sales is anticipated to have a positive impact on the financial sustainability of the university. Ultimately, this forward-thinking approach reflects Auburn University's proactive efforts to enhance fan engagement, promote responsible behavior, and contribute to the long-term success of its athletic endeavors.