



Sons of Norway
HERITAGE PROGRAMS



IdeaBank#32

TUG-OF-WAR— A PUBLICITY EVENT

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Fraternal Department
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Tug-of-War

The tug-of-war is a great way to involve the community and give your lodge local media attention. It should carry a challenge— i.e. Norwegians vs. Swedes, lodge vs. other community group, politician vs. politician, etc. A letter should be sent to recruit tug-of-war participants as well as have team captains appoint team members. An entry form should be filled in by each participant, and a final letter should go out to all involved (see attached examples of above).

This should be a fun, often irreverent event. It should be surrounded by a party/carnival-like atmosphere. There should be loud boasts and elaborate warm-ups. Team members should arrive on the field heralded as mighty warriors—the whole affair presented as larger-than-life.

In the end, however, there must be a winner and a loser. The losers should gracefully submit the victory prize to the winners, and the winners should make the next challenge. A decree should be made up describing the monumental battle and honoring the combatants. Both decree and trophy should be on display in some appropriate viewing place for others to see and entice their involvement in the next tug-of-war challenge.

GENERAL RULES FOR TUG-OF-WAR

- A. Each team should be equally matched in numbers and weight.
- B. The teams should be eight feet apart at the center of the rope.
- C. Two lines should be drawn at the front of each team on the ground.
- D. A marker should be tied at the center of the rope. When this marker crosses a teams line, they have won.
- E. Winners must pull the marker over their line two out of three times.

A starter should begin each pull in a loud and fair manner. Each judge will then determine if the start was fair and that the marker had indeed crossed the line of the winners.

The awards presentation should be made right after the contest with a lot of pomp and ceremony. A press release could be issued covering the victors and losers. A final letter and decree should be issued soon after the event.

BASIC MATERIALS

- A. 150 feet of sturdy rope, not nylon cord
- B. T-shirts of different colors for team members
- C. Gloves for all participants (or ask that they bring their own)
- D. All participants should wear sturdy shoes or boots
- E. Three impartial judges
- F. Information fliers, letters, and maps to site
- G. Transportation of team members to site
- H. Cheerleaders
- I. Plenty of water for team members
- J. Trophy, or trophies

Midsummer—A Minnesota Festival of Music

26 May, 1988

Dear Norwegian/Swedish Organization Officer,

Midsummer, A Minnesota Festival of Music, will host the premier international athletic competition—"The Swedish/Norwegian Tug-of-War." Under the skillful, and often cunning charge of Minnesota's former governors Wendell Anderson and Albert Quie, the fearless Swedish and Norwegian teams will oppose each other in resolution of their centuries-old feud. The teams, strong and courageous representatives of their respective ethnic communities, will march to Hyland Lake Park Reserve's Festival Field at High Noon on Sunday, June 19, 1988. These determined men and women, empowered by their commitment to triumph, will engage every muscle and sinew in their pursuit to final victory. One team will win; the other will lose. Peace and tranquility will then finally return to the Festival Field.

Governors Quie and Anderson will have begun recruiting players for their 40-member teams. Twenty players will be chosen by each of the team captains, and the remaining 20 positions will be selected from the various Norwegian and Swedish organizations. We invite you and your organization to participate in "The Swedish/Norwegian Tug-of-War." Sponsorship of an organization representative will require submitting the enclosed application, a short description of your organization, and a reason why your chosen representative should be included. All recruits will be announced on WCCO's Boone and Erickson Show. The chosen players will receive a team uniform, instruction by the team captain, and the distinction of representing their ethnic community.

With more than 150 ethnic organizations represented in Minnesota, only 40 representatives will be chosen. We hope that your candidate will be selected. Please return the enclosed application by June 10, 1988.

Sincerely,

The Swedish/Norwegian Tug-of-War Committee

Swedish

Wendell Anderson

Par Agardh Sandstrom

Gregory White

Norwegian

Albert Quie

Orlyn Kringstad

Arden Haug

Swedish/Norwegian Tug-of-War Application

Wanted—Norwegian and Swedish Tug-of-War Team Members

No previous experience necessary. Post-elementary school education preferred. Male or female.

Applications must include: age, sex, height, weight, team preference, present athletic involvement.

All team recruits will be announced on WCCO's Boone and Erickon Show.

Please send all applications to:

GREAT SCANDINAVIAN TUG-OF-WAR
1455 West Lake Street
Minneapolis, MN 55408

☆☆

Name: _____ Age: _____ Sex: _____

Address: _____ Height: _____ Weight: _____

_____ Phone: _____

Occupation: _____

Employer: _____

Team Preference: _____

Present Athletic Involvement: _____

Norwegian or Swedish Background: _____

Reason for Team Membership (use other side if you need more room):

June 13, 1988

Dear Scandinavian Tug-of-War Participant:

Congratulations! You have been selected to participate in the Midsummer, A Minnesota Festival of Music—Swedish/Norwegian Tug-of-War. With less than a week before the festival, excitement and frenzy have begun to dominate, so in order to help voice concerns and answer questions, the Tug-of-War Committee has drawn together the following guidelines.

Sunday, June 19, 1988: Please meet promptly at 11 A.M. at the Hyland Hills Downhill Ski Area. You will find a map enclosed.

Augsburg and Bethel College cheerleaders please arrive dressed in your school uniforms. Tug-of-War team members, your team jerseys will be presented by Hubert W. White when you arrive at Hyland. Please wear sturdy shoes (no cleats) and protective gloves to avoid rope burns.

After all members have arrived, the Augsburg and Bethel College cheerleaders will be brought by shuttle bus to the festival field. The Swedish Tug-of-War team members will be transported to the festival field by Volvo limousines and the Norwegians by fish truck.

TUG-OF-WAR PROGRAM

12:00 Welcome

Arrival of Swedish team

Arrival of Norwegian team

Cheer by Bethel College cheerleaders

Cheer by Augsburg cheerleaders

Charge by Karl-Erik Andersson

Charge by Harald Lone

Warm-ups

Interview with coaches

Rules of Tug-of-War by Par Agardh Sandstrom

Weigh-in by Minnesota Dept. of Transportation

Introduction of teams

National Anthems—American, Norwegian, and Swedish

Introduction of judges: Counsel generals and Judge Roland Amundson

Tug-of-War simultaneous cheers

Presentation by Svenskarnes

Dag & Sons of Norway Queen

Best Wishes,

Swedish/Norwegian Tug-of-War Committee

June 22, 1988

Dear Swedish/Norwegian Tug-of-War Participant:

The epic struggle between the Swedes and the Norwegians is over. The battlefield is at peace, but the hills still faintly echo the mighty cry of the warriors, the dust still moist with their sweat. As a tribute to the valiant effort of the Swedish team, the Norwegians will proudly display the spoils of victory, the “Herring Bowl”—free-of-charge—at Sons of Norway.

We thank all of you for your support and energy in making the Tug-of-War a great success. We thank the Bethel College and the Augsburg College cheerleaders for their vocal support; we thank the judges for their keen eyes and impartial decision; we thank the voices of Charlie Boone and Roger Erickson, as well as WCCO radio for showing us that even though we may be Swedes or Norwegians, we are ultimately good neighbors. We would also like to extend a big thank-you to those who gave their financial support and sponsorship: ASI, Sons of Norway, Borton Volvo, Olfisco, and Hubert W. White.

May peace prevail until the challenge is called again.

Sincerely,

The Swedish/Norwegian Tug-of-War Committee

SWEDISH

Wendell Anderson
Par Agardh Sandstrom
Gregory White

NORWEGIAN

Albert Quie
Orlyn Kringstad
Arden Haug