



KALEIDOSCOPE

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ASC Social Club goes to Bollywood in bid to capture under-40 crowd

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Staff Writer

Interested in meeting new people? Enjoy fabulous entertainment and parties? Look no further!

The Alys Stephens Center Social Club is a group where students and other Birmingham residents can enjoy the performing arts and then celebrate with after-parties complete with food, drinks and dancing. When joining the ASC Social Club, each member receives a discounted ticket to the featured show, two free drink tickets and entry to the parties.

"The purpose of the group is to bring in a younger audience to the ASC, which is a great place for performing arts," said Kimberly Kirkland, the group's coordinator. "This is an opportunity to combine a high-end entertainment show with an after-party where you can mingle, socialize and meet new people."

The ASC social club, now in its second year, garnered 100 members during its

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Michelle Amaral/Kaleidoscope staff

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inaugural year.

"We are hoping to double that number this year," Kirkland said. "We are trying to target people age 21-40, but we will not turn anyone away. Also welcome are those younger than 21; they cannot drink alcohol, however."

The group is particularly pleased with the diversity of its members.

"About 30 percent of the social club is somehow affiliated with UAB," Kirkland said. "The remainder is comprised of people from all over the Birmingham community."

The ASC Social Club held

its 2007 kickoff party Aug. 29 featuring belly dancers, mendhi artists and vendors to create a Bollywood atmosphere. The event included food catered by Taj India and Indian movies such as "Monsoon Wedding" played on large-screen TVs.

"I came to see the belly dancers and support our sisterhood," said Kim Thomas, a UAB alumna. "Anything that Birmingham tries to do to enlarge our cultural horizons is a good thing."

Many current UAB students were also in attendance.

"I am here for the cultural experience," said Sushmit Maitra, a graduate student. "I think the social club sounds like a great idea."



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Those involved in the social club during its inaugural year have been pleased with what they have seen so far.

"This is the second event I have attended," says Michelle Correia. "There is always a

good mix of people."

Future parties associated with ASC performances will be themed in accordance with the show. The parties will follow the performance and last about an hour and a half.

"The first performance and party on Sept. 21 will be unique to the ASC," says Kirkland. "It will be held in the lobby instead of a traditional seated concert setting. This should create a more open atmosphere and allow people to walk around and be social. The Latin band, Tiempo Libre, will be the featured performance, and we will have salsa lessons beforehand to encourage people to dance."

Next up will be an ASC

Social Club Party for the Global Drum Project, featuring Mickey Hart of The Grateful Dead. Also in line will be a "Fat Saturday" party to celebrate the New Orleans Jazz Orchestra that will play that evening.

"I don't think a lot of students on campus realize they can get \$10 tickets to any regular show even without membership in the social club," Kirkland said. "The social club parties, however, are a great way to meet others in the community."

For more information on the ASC Social Club, please contact Kimberly Kirkland at 934-0862.

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