

Labatt Undomesticated Games Shake Midsummer Blues

by Maisie Guzi

Saratoga TODAY

SARATOGA SPRINGS — Little Big Town’s “Day Drinking” blared from loudspeakers at Columbia Pavilion in Saratoga Spa State Park on Saturday, August 6 as brightly clad adults huddled in small groups, clutching cold beer cans and discussing strategy. Saratoga’s inaugural Labatt Undomesticated Games had just begun, and the teams were prepared for a day filled with bright sunshine, cold beer and uproarious laughter.



The inaugural Labatt Undomesticated Games, which kicked off in Erie, PA on July 9, have traveled to five cities this summer, with Saratoga as the last stop. Teams of six compete for “undomesticated glory” in five different events, including human bowling, keg-of war and Labatt’s own undomesticated challenge.

Human bowling, arguably the most difficult of the events, was also the most entertaining. Athletes hoist themselves into a giant hamster ball before

sprinting full-speed towards inflatable bowling pins, hoping for a strike. Although not many succeeded, the humor of watching full-grown adults hurtle themselves at bright blue, beer label-adorned pins was enough to make the event the highlight of the afternoon.

“The obstacles were definitely harder than we expected, especially human bowling!” said Roohan Raiders team member Eli King, after her team’s crack at the events.

“We have a bit of a comeback to make, we can’t wait!”

The Raiders – made up of staff members from Saratoga Springs’ own Roohan Realty – entered the competition for some quality staff bonding time as well as an afternoon filled with fun.

“Labatt did a fantastic job and the Roohan Raiders are already planning our strategy for next year’s games,” said King. “We had a blast at the event!”



Judge Janel from Albany’s word is the law!



Although the official Games’ activities dominated the spotlight, there was no shortage of entertainment for teams and spectators off the

field as well. While not competing, teams had the opportunity to relax in the Labatt

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Blue Zone, the shady area under the Columbia Pavilion. Two food trucks served hearty fare to keep the athletes fueled throughout the long day of competition, and of course, multiple beer tents provided an endless supply of Labatt Blue.

Additionally, games such as Jenga and corn hole were available for teams and spectators alike. In the breaks between rounds, teammates cheered each other on in cut-throat rounds of Kan Jam, keeping up the competition-fueled atmosphere.

What's a competition without winners? Official winners of the previous round were announced at the beginning of a new round, and the all-around winners were entered into a pool for a chance to



Roohan's Raiders! Bottom row left to right: Gerard Wise, Sara Aldrich, Oliver Aldrich, Conner Roohan. Top row left to right: Eli King, Jillian Mayott

win a whitewater rafting trip for the team. But regardless of who won or lost, all teams appeared to enjoy themselves,

as laughter and cheers could be heard almost constantly across the field. As one team's shirt proudly claimed, "win or



lose, we booze", appropriately summarizing the mindset of many competitors.

Those in attendance also enjoyed a sneak peek of Labatt Blue's new Zubaz cans, which hit the shelves Monday, August 8. The limited edition cans, a throwback tribute to the popular sports team-themed pants of the 80-90s, have excited fans across the country.

The official Labatt Blue

bear made an appearance at the Games as well, sprinting through the crowds and gathering cheers from fans throughout the day. Suffering through the 90 degree weather, the bear remained in high spirits, high-fiving winners and pumping up the teams – maybe someone was sneaking him Labatt Blues to keep him cool and refreshed in the bright sun.

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