

HC AT BUFFALO



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BUFFALO | CULTURE

HEATED REVIVAL: THE SENSATION OF HEATED RIVALRY THEMED OUTINGS

6 HOURS AGO



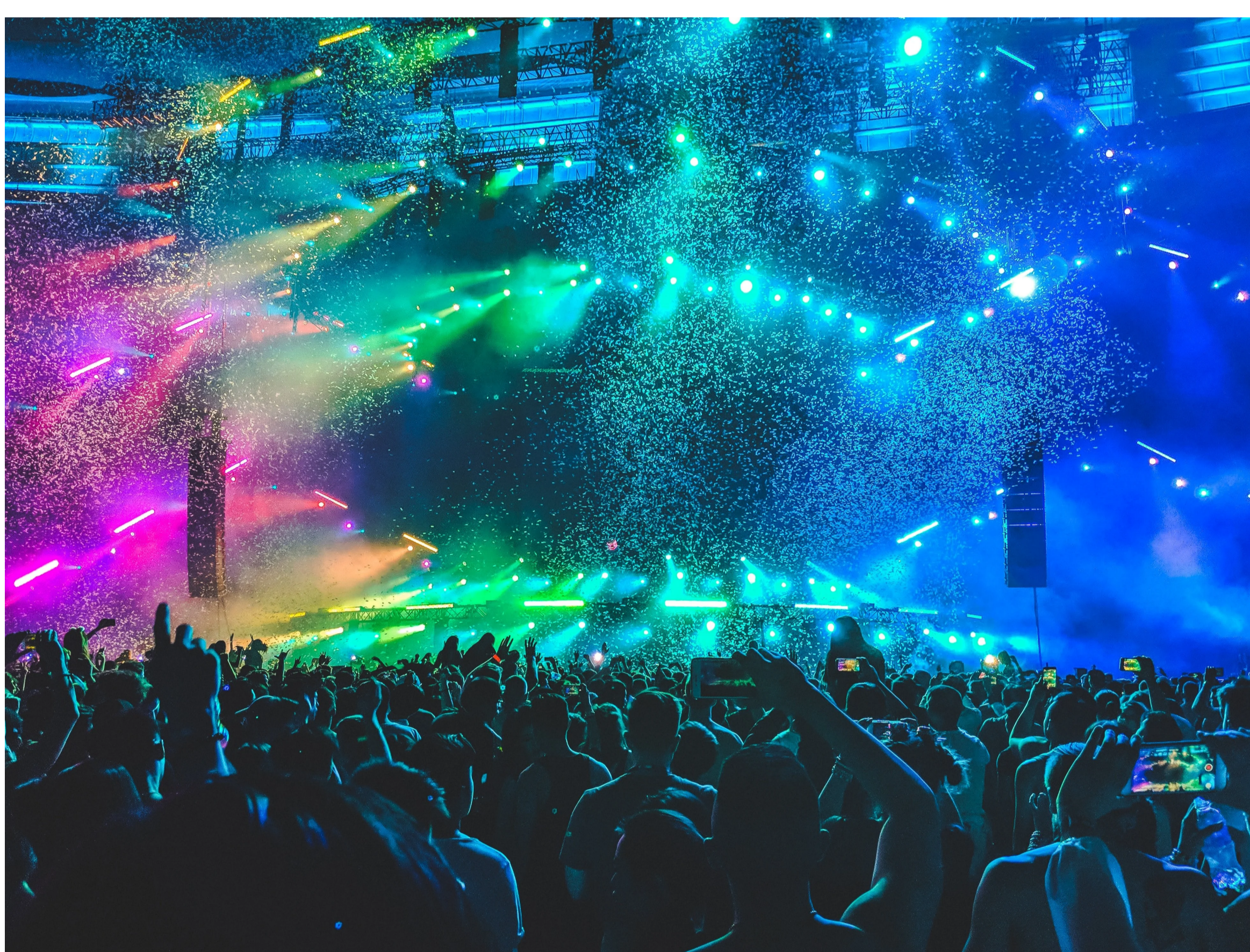
CLARE GROCKI Student Contributor, University at Buffalo

This article is written by a student writer from the Her Campus at Buffalo chapter and does not reflect the views of Her Campus.

Clubbing has always been a major part of early adulthood, especially throughout the 2010s. A distinct atmosphere of strobe lights and techno music emerged and became a common weekend outing for college students alike.



However, as the decade progressed and the next generation of young adults came of age, there appeared to be a significant decline in the number of people showing up to these settings. The clubbing scene hasn't seemed to appeal to Gen Z the way Millennials were notorious for enjoying it.



ADITYA CHINCHURE VIA UNSPALSH

Despite having this notable decline in clubbing over the past few years, many members of Gen Z who may not usually go out have ended up engaging in the hottest club theme this winter. Everyone stopping by their local bars and clubs in recent weeks all have one thing in common: they are all familiar with the newly released Crave Original Show, Heated Rivalry.

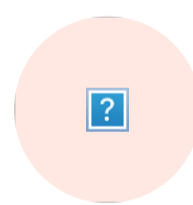
When premiering, the show was released week by week. Its popularity skyrocketed after the fourth episode was released, which contains the most famous scene in the show, and the impetus for clubs to start hosting nights dedicated to the series.

Many specific items or meals that are referenced in the show have had a sudden moment of popularity since the show's release: fans are drinking Ginger Ale since it's Shane's go-to beverage, they're making smoothies like Kip or tuna melts like Ilya.

The common characteristics of these theme nights include screenings of the show, along with showcasing an accumulation of fan edits, usually from TikTok or X, with everyone in the room dressed in something referencing the show (I, personally, wore a bedazzled Canada t-shirt).

After years of being seen as a generation that is anti-social, anxious, and glued to our screens, this recent phenomenon depicts an optimistic future in Gen-Z's creation of communities. The majority of the show's popularity was spread through social media, making it all the more impressive that in-person events have spawned from its online fame.

- CLUBS HEATEDRIVALRY HOCKEY LGBTQ NIGHTLIFE



CLARE GROCKI Buffalo '29



Clare Grocki is the Vice President and a board member of the University at Buffalo's chapter of Her Campus. She is from Albany, New York. She is currently a freshman at UB and is majoring in History with plans to go to law school.

Clare has a deep love for anything artistic - she spends her free time watching movies and TV, reading, writing, and listening to music! From 5th grade until graduating high school, she was a competitive dancer and still enjoys any type of performing arts!

Clare plans on pursuing a career in law, but one of her ultimate goals in life is to write a book! She is excited to be a part of restarting the new chapter of HC at UB, and to work with a creative and intelligent ensemble of members!

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