



LOUISIANA SUPERDOME
NEW ORLEANS ARENA

MEDIA INFORMATION

STORYLINES....SOURCES....TIMELINE....SUPERLATIVES...STATISTICS

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Superdome Storylines

1st Anniversary of the Reopening of the Superdome will be Tuesday, Sept. 25, 2007.....The reopening of the Superdome, Sept. 25, 2006, is a significant date in the history of New Orleans, symbolizing the resolve of our citizens to rebuild, and resuming the Dome's impact on the region's business. The Saints defeated the Atlanta Falcons on Monday Night Football that memorable night. The team's first home regular season game will also be on Monday Night Football the night before the anniversary, Sept. 24, against the Tennessee Titans.

Superdome, Teams a Rallying Point for Citizens.....While many were faced with rebuilding their homes and businesses, the fans quickly showed they want their quality of life back, with early sellouts for the Saints and the Allstate Sugar Bowl and huge crowds for other sports events.

Superdome is the State's Most Recognizable Landmark.....From the tragic views of the torn roof to the sparkling new look outside and inside, the Superdome has become the most recognizable landmark in Louisiana. It's lasting architectural appeal and its location on the threshold of downtown New Orleans make it an icon among the great edifices in the nation.

Not Yo' Mama's Superdome.....It's a newer, brighter Superdome with numerous exciting features.....The State took advantage of the down time for repairs to add \$59 million in upgrades throughout the building, including new scoreboards and video boards, new concession stands, a new sound system, and major upgrades to the box suites and club lounges.

And It Keeps Getting Better.....The Dome was “football ready” for the Sept. 25, 2006 reopening, with all of the essentials in place for a game.....Meanwhile work continued on Phase 2 of the rebuilding and upgrades up to the first preseason game on Aug. 10, 2007, finishing the new interiors of the 137 box suites and completing spectacular upgrades to the four 20,000-sq. ft. club rooms. After the 2007 season, still more improvements are planned, including windows in the club rooms and new elevators providing access from outside.

New Orleans is Back as a Major Sports City.....The reopening of the Superdome and the adjacent New Orleans Arena has reestablished the city's position as one of the greatest big-time sports cities in the country. Plus this is a great time for local sports fans, with the Saints, Tulane, the R+L Carriers New Orleans Bowl, the State Farm Bayou Classic, the State Farm Prep Classic, the Allstate Sugar Bowl, and the BCS Championship Game in the Dome, while the New Orleans Hornets are back for a full season starting in October, the Arena Football League VooDoo have returned, and the NBA All-Star Game is next February, all in the Arena.

Three Post-Season Games: Another First for Superdome and the City.....Leading the “league” in hosting Super Bowls (6) and Final Fours (4), New Orleans and the Superdome will now become the first to have three major college bowl games at the end of the same season: The R+L Carriers New Orleans Bowl Friday, Dec. 21, 2007; the Allstate Sugar Bowl Football Classic Tuesday, Jan. 1, 2008; the BCS Championship Game Monday, Jan. 7, 2008.

Sports, Entertainment Help the Economy Rebound....Positive economic indicators: the Saints sell out all games on a season ticket basis for the second straight year.....Box Suite and Club Seat sales are up.....Reggie Bush shirts were the biggest sellers in the NFL last year....The VooDoo was the first team in the AFL to sell out on a season ticket basis.....Arena Bowl XXI on Jan. 29 sold out well in advance...the Hornets are reporting brisk sales for season tickets and sponsorships.....Hotels will be packed for the big games coming up (see above).

Athletes, Performers Pitch In.....Events at the Superdome and the Arena have helped keep New Orleans in the eyes of the nation through the media.....Athletes and performers—including our home team players and artists, and those who have come in for a game or a concert--have pitched in to help rebuild through organizations like Habitat for Humanity and others.

Superdome & Arena Sources, Interviews

Please direct all inquiries for information and interviews to the public relations department at the Superdome: bill.curl@superdome.com (504) 587-3921.

DOUG THORNTON, Regional Vice President of SMG, the private management company of the Superdome, spearheaded the rebuilding effort

TIM COULON, Chairman, Louisiana Stadium & Exposition District Board of Commissioners, the board appointed by Louisiana Governor Kathleen Blanco that includes the Louisiana Superdome and New Orleans Arena among its' responsibilities.

DAVE DIXON, "The Father of the Superdome," the private citizen who conceived the idea and saw it through completion.

JAY CICERO, President/CEO, Greater New Orleans Sports Foundation

STEVE PERRY, President/CEO, Greater New Orleans Convention & Visitors Bureau.

PAUL HOOLAHAN, Chief Executive Officer, Allstate Sugar Bowl

Timeline for Louisiana Superdome, New Orleans Arena

Aug. 29, 2005—Hurricane Katrina strikes New Orleans. During the ensuing week, the Superdome serves as a refuge of last resort for approximately 30,000 evacuees, and the Arena is converted into a triage center.

Mar. 1, 2006—Remediation is complete. Work begins on repairs and improvements to the Superdome.

Mar. 4, 2006—Arena Reopens. The New Orleans Arena sustained minimal damage from Hurricane Katrina. The building reopened 187 days after the storm hit Aug. 29, 2005. The first event features Placido Domingo and the New Orleans

Mar. 8, 2006—Hornets Return. The New Orleans Hornets returned to the Arena to play the Los Angeles Lakers in first of three home games. The balance of the Hornets 2005-06 season was relocated to Oklahoma City, OK, while New Orleans recovers from the storm.

Sept. 25, 2006—Superdome Reopens. The Superdome is back in business. A sellout crowd of 70,003 celebrates the Saints' 23-3 win over the Atlanta Falcons while a national TV audience watches on ESPN's Monday Night Football. The biggest reconstruction project in the history of American Stadiums is completed in less than seven months.

Nov. 5, 2006—Hornets Back for Six Games. The Hornets play the Houston Rockets in the first of six 2006-07 home game in the Arena; the balance of the 41 home games are played in Oklahoma City, OK.

Nov. 25, 2006—Bayou Classic is back. Southern University defeats upstate rival Grambling State, 21-17, as the Bayou Classic returns to the Dome after one year in Houston, TX.

Dec. 8-9, 2006—High School Championships Draw 58,000. The State Farm Prep Classic (state high school football championships) returns after one year in Shreveport, LA. The two-day event draws 58,012, second largest in 25 years in the Superdome.

Dec. 22, 2006—R+L Carriers Bowl returns. The event sports a new sponsor after a year in Lafayette, LA. Troy defeats Rice, 31-17, in the Superdome.

Jan. 3, 2007—Sellout Crowd Sees LSU win Sugar Bowl. LSU defeats Notre Dame, 41-14, in the Allstate Sugar Bowl Classic before a sellout crowd of 77,781 in the Dome. The game had moved to Atlanta, GA, for one year.

Jan. 13, 2007—Saints Win Playoff Game. After winning the NFC South title, the Saints defeat the Philadelphia Eagles, 27-24 in the Superdome to advance to the NFL Championship game for the first time in franchise history.

Feb. 17, 2007—Endymion Extravaganza is Back. The Krewe of Endymion Extrvaganza and Parade, an all-night affair that is one of the world's biggest indoor parties, brings it's mirth and merriment back to the Superdome.

Mar. 9, 2007—VooDoo Set New AFL Sales Standard. The New Orleans VooDoo play the Columbus Destroyers in the first of eight home games in the Arena. The VooDoo are the first team on Arena Football League history to sell out the entire season on a season ticket basis. The team had suspended operations during the 2006 season with the city still recovering.

June 30, 2007—The Police Pack them In. The Police concert plays to a sellout crowd. Sales for entertainment events at the Arena are trending well ahead of projections, with a with variety of shows offered.

July 5-7, 2007—Essence Festival Returns. The Essence Festival, a three-day event that is one of the largest multicultural gatherings in the nation, comes back to its home in the Dome after a year in Houston, TX. Dubbed a “party with a purpose.” The festival features name entertainment on the Superdome’s main floor and in all five club rooms, dubbed “Superlounges.”

July 29, 2007—Arena Bowl Makes first visit. The Arena Football League moves Arena Bowl XXI to New Orleans and is rewarded with a sellout crowd. League officials state the game will return to the Arena soon.

Aug. 10, 2007—Phase 2 of construction completed. The Saints play the Buffalo Bills in a preseason home game. Work on Phase 2 of Superdome construction is completed—most of that is upgrades to the 137 box suites and four 20,000-sq. ft. ballrooms.

NEW ORLEANS IS BOUNCING BACK BIG TIME AS A MAJOR EVENT CITY—NOTE THE SUCCESS STORIES ABOVE, AND THE BIG EVENTS COMING UP:

Sept. 8, 2007—Tulane plays Miss. State in home opener. Tulane plays Mississippi State in the first of seven home games in the Dome for the Green Wave. The game will be beamed to a regional TV audience on Comcast Sports South.

Sept. 24, 2007—Saints back on Monday Night Football. The Saints will play the Tennessee Titans on ESPN’s Monday Night Football. The Superdome is sold out for the entire season months in advance.

Sept. 25, 2007—First Anniversary of Superdome Reopening. The impact of the Superdome reopening a year ago has established the date of Sept. 25 as a significant day in the great history of New Orleans, telling the world we’re coming back.

Oct. 31, 2007—Hornets Return for Full Season. The Hornets will play Sacramento Kings in the first home game of the season. The Hornets return to the Arena full-time for all 41 regular-season games, two preseason games, and the playoffs.

Nov. 24, 2007—Bayou Classic. Southern U. vs. Grambling State. In the Superdome. Nationally televised by NBC-TV.

Dec. 7-8 2007—State Farm Prep Classic. All five Louisiana High School Athletic Assn. championship football games in the Dome. This will be the 26th year in the Dome.

Dec. 21, 2007—R+L Carriers New Orleans Bowl. Conference USA and Sun Belt Conference teams meet in the Dome. The game began in 2001.

Jan. 1, 2008—Allstate Sugar Bowl Football Classic. The nation's second-oldest postseason college football game has been played since 1935.

Jan 7, 2008—BCS Championship Game. College football's national championship will be settled in the Superdome.

Feb. 14-17, 2008—NBA All-Star Game. In addition to the game on Feb. 17, the week will include the All-Star Jam Session, Thursday-Sunday, Feb. 14-17, at the Ernest N. Morial Convention Center, the T-Mobil Rookie Challenge, Friday, Feb. 15, in the Arena, and the Shooting Stars, Skills Challenge, Three-Point Shootout and Slam Dunk Contest, Saturday, Feb. 16, in the Arena.

Mar. 2008—NCAA Women's Regional. A regional session of the NCAA Division I Women's Basketball Championships will offer six games in the Arena.

Mar. 2010—NCAA Men's Basketball 1st/2nd Round. Second time in the arena, sixth men's regional in New Orleans.

Mar. 2012—Southeastern Conference Men's Basketball Tournament. In the Arena for the second time.

Superdome Superlatives—A National Landmark

- World record for an indoor concert-87,500 for the Rolling Stones in 1981
- More Super Bowls than any other stadium, six, including Super Bowl XII (1978), XV (1981), XX (1986), XXIV (1990), XXXI (1997), and XXXVI (2002)
- Four NCAA Basketball Final Fours (1982, 1987, 1993, 2003)
- Four NCAA Basketball Division I Regionals (1981, 1990, 1999, 2001)

Legendary Moments

- George Bush nominated for reelection at 1988 Republican National Convention
- Pope John Paul II addressed 80,000 school children in 1987
- Alabama beat Penn State 13-6 in first Sugar Bowl game in Superdome in 1976
- Grambling's Eddie Robinson coached his final game in 1997 Bayou Classic
- Muhammad Ali defeated Leon Spinks before 65,000 in 1978
- Sugar Ray Leonard defeated Roberto Duran in "No Mas" fight in 1980
- Pistol Pete Maravich & New Orleans Jazz set NBA crowd mark of 35,077 in 1977
- LSU-Notre Dame basketball game in 1980 sets NCAA record attendance of 68,112
- Tulane rolls to perfect 12-0 season in 1998; goes 6-0 in Superdome
- #2 LSU defeats #1 Oklahoma 21-14 to win college football national title in 2004
- Saints defeat Falcons 23-3 on Sept. 25, 2005, in first game after Hurricane Katrina
- Saints beat Eagles 27-24 to advance to NFC championship game first time in history

Home of Major Sports Events

- New Orleans Saints (NFL Football)
- Tulane University (NCAA Division I, Conference USA Football)
- Allstate Sugar Bowl Classic (NCAA Division I Football)
- State Farm Bayou Classic (Southern U. vs. Grambling State Football)
- R+L Carriers New Orleans Bowl (NCAA Division I Football)
- State Farm Prep Classic (State High School Football Championships)

Other Annual Events

- Endymion Extravaganza Mardi Gras Parade and Party
- Essence Music Festival
- New Orleans Home and Garden Show,
- U.S. Hot Rod Assn. Grand Slam Motor Jam
- Times Picayune Christmas Doll & Toy Fund Distribution
- Allstate Sugar Bowl Mardi Gras Marathon

Superdome Statistics

- Maximum seating capacity- football 68,500, expanded football 71,000, concerts 15,000-85,000, basketball 20,000-65,000
- Total land area- 52 acres (building, garages, and grounds)
- Height- 273 feet (82.3 meters); diameter of Dome- 680 feet (210 meters)
- Area of roof – 9.7 acres; 440,000 sq. ft.
- Main arena floor- 166,180 sq. feet
- Air conditioning- 9,000 tons
- Club Rooms—4 rooms, approx. 20,000 sq. ft. each
- Artificial turf- Momentum 51 by SportExe, total of 121,412 sq. ft., newly installed each season.