



New Orleans Tourism Marketing Corporation  
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## NEW ORLEANS HORNETS

### *Basketball in the Big Easy*

New Orleans, LA – Bringing the sting to opponents and courts all across the country, the New Orleans Hornets are an NBA team that has called the Crescent City home since 2002. Holding court in the New Orleans Arena, the Hornets have proven to be a popular sports draw for locals and visitors alike.

Founded in 1988, the Hornets were originally based in Charlotte, North Carolina until 2002 before moving to New Orleans. The team held their first game in the Crescent City in October 2002 in the New Orleans Arena against the Utah Jazz. Ironically, the Jazz was New Orleans' first NBA team which was based in New Orleans from 1974 to 1979. The Hornets qualified for the playoffs in that season but were put out by the Philadelphia 76ers in the first round.

The team's record was a roller coaster ride for the next few years and they temporarily relocated to Oklahoma City in during the 2005-2006 and 2006-2007 seasons due to damage at the arena from Hurricane Katrina. Moving back to New Orleans for the 2007-2008 season, the Hornets finished with a 56-26 record and brought the 2008 NBA All-star Game to the city. The following season they finished with a 49-33 record, making it to the first round of the playoffs where they lost to the Denver Nuggets.

Some of the Hornets more notable players during their time in New Orleans have included: Jamal Mashburn, Jamaal Magloire, Baron Davis, Chris Paul and David West. The Hornets have also changed their logo a few times over the years, adding a secondary logo in 2007 that incorporated a "Fleur-de-bee" to reflect its home in New Orleans. Hugo, the team's blue hornet mascot, is actually a 3-time winner of the NBA Mascot Slam Dunk Championship and is often ranked as one of the league's most popular mascots.

The NBA team also plays an active role in the community with its foundation, Hornets Believe. Through that program, they have helped local food banks, planted trees in wildlife refuges, refurbished play areas and have participated in hurricane recovery efforts. Other programs include the Hornets Bookmobile which has distributed more than 90,000 free books in the area and the post-Katrina Hoops for Homes program which committed to the construction of 20 new homes for affected families.

The Hornets offer a variety of ticket options, from season tickets and half-season tickets to multi-game and single ticket plans. For more information on the Hornets, visit [www.nba.com/hornets](http://www.nba.com/hornets).

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year. NOTMC's annual marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. Web sites: [www.NewOrleansOnline.com](http://www.NewOrleansOnline.com); [www.NewOrleansMuseums.com](http://www.NewOrleansMuseums.com); [www.HearNewOrleansMusic.com](http://www.HearNewOrleansMusic.com).