



New Orleans Tourism Marketing Corporation
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NEW ORLEANS JESTERS

Bringing Soccer and Community Service to the Big Easy

New Orleans, LA – Helping grow the sport of soccer throughout the Southeast, the New Orleans Jesters are a minor league soccer team that is comprised of players from around the world. The team has raised the level of soccer in the city and offer affordable family entertainment.

The Jesters were originally founded as the New Orleans Shell Shockers in 2003. The team plays in the Southeast Division of the Southern Conference in the USL Premier Development League, a fourth tier league in the American Soccer Pyramid. Its home games are held at the Pan American Stadium in City Park.

In 2003, the Shell Shockers started their season at the Westfeldt Practice Facility at Tulane University. Earning the best season record that year, the team hosted the Southern Conference playoffs but was eventually beaten by the Memphis Express in the conference final. When Hurricane Katrina put the Pan American season out of commission in 2005, the team moved their games to the suburbs in Kenner. With the support of other teams in the league, they eventually raised money to help with the redevelopment of City Park and the stadium.

When the team's sponsorship by Shell Oil Company ended in 2009, they were rebranded as the New Orleans Jesters. The rebranding included new colors and a crest with a fleur de lis, a symbol ingrained in New Orleans history. That same year, the team also moved back into a restored and improved Pan American Stadium. The Jesters went undefeated in the regular season with a record of 5-0-11, their only loss coming in the playoffs. In 2010, the team finished with a 6-6-2 record and number 5 in the Southeast Division of the Southern Conference. Jesters Midfielder Carl Reynolds made the PDL 2010 All-conference Team.

The Jesters are active with youth soccer programs. This includes clinics, camps and training sessions where young players can receive high-level soccer coaching from professionals. The soccer camps teach not only technical soccer skills but self-discipline, sportsmanship and respect for others. Web site: nolajesters.com.

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; www.NewOrleansMuseums.com; www.HearNewOrleansMusic.com.

