



New Orleans Tourism Marketing Corporation
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NEW ORLEANS ZEPHYRS

Bringing Baseball to the Big Easy

New Orleans, LA – As New Orleans' minor league baseball team, the Zephyrs have been an integral part of the city's sports community since 1993. The Zephyrs play in the American Conference South Division of the Pacific Coast League and are the Triple-A affiliate of the Florida Marlins. Their home turf is Zephyr Field, a 10,000 seat baseball stadium in Metairie, a suburb just outside of New Orleans. The team gets its name from the Zephyr Roller Coaster, a popular ride at the Pontchartrain Beach amusement park which closed in 1983.

The Zephyrs came to New Orleans from Denver in 1993 and played their first few seasons at the University of New Orleans' Privateer Park. The team finished their first season in the Big Easy with a 80-64 record and had a total season attendance of more than 160,000. As the team's popularity grew, construction began on a new stadium and when Zephyr Field opened in 1997, the team was attracting more than 500,000 fans per year.

In 1998 the team won the Pacific Coast League championships and went on to win the Triple-A World Series against the Buffalo Bisons. In 2006, the Zephyrs were the first local sports team to start the season playing on their home field. That same year in May, the team played 24 innings in Nashville in a game that became known as the "Music City Marathon". It was tied with another game from 1909 as the longest game in PCL history. In 2008, the Zephyrs became the AAA affiliate of the Florida Marlins.

In 2009, the team introduced in its new logo, the "Fleur de Z". It is a fleur de lis design with a Z through the middle. The Zephyrs' mascot is a giant nutria named "Boudreaux," a common Cajun surname in southern Louisiana. There are a variety of promotional nights throughout the season, often with live music on the field and large fireworks displays after the game.

Prior to arriving in New Orleans, the Zephyrs played in Kansas City as the Blues and in Denver as the Bears. From 1915 through 1957, the New Orleans Pelicans played baseball in the city at the former Pelican Park on Tulane Avenue. They later played at Tad Gormley but the franchise was sold to Little Rock in 1959. The Pelican name came back briefly in 1977 when the Tulsa Oilers briefly moved to New Orleans before moving to Springfield, Ill., and being renamed the Redbirds. For more information on the Zephyrs, visit www.minorleaguebaseball.com/index.jsp?sid=t588.

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.

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