

New Orleans Arena

Bill Curl, Coordinator of Media Relations
SMG, P.O. Box 52439
New Orleans, LA 70112

Direct Line: (504) 587-3921
Fax: (504) 587-3848
E-mail: bill.curl@superdome.com

NBA ALL-STAR 2008 COMING TO NEW ORLEANS

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The New Orleans Arena has been selected as the site of 57th NBA All-Star Game in 2008, according to an announcement today by NBA Commissioner David Stern. The game will be played on Sunday, Feb. 17.

The entire week-long All-Star celebration will be staged in New Orleans. The game will be televised on TNT in the United States and will reach a worldwide television audience in more than 200 countries.

“New Orleans has historically been one of the favorite sites for the biggest sports events—the Super Bowl, the Final Four and the BCS championship Game. Now the tradition continues with the NBA’s biggest weekend,” said Louisiana Gov. Kathleen Blanco. “We’re thrilled by the news. We salute Commissioner Stern and his staff for their confidence that we can put on a great show. We’ll be ready to offer them our special brand of Louisiana hospitality.”

“The timing of this announcement is perfect,” continued Gov. Blanco. “We’ve had great crowds for our major events since Hurricane Katrina—the Hornets’ three games in New Orleans Arena, Mardi Gras, the Zurich Golf Classic and JazzFest. And now we can look forward to the 2008 NBA All-Star Game. What better way to say we’re coming back?”

“The NBA’s announcement regarding All-Star represents the first major sporting event awarded to our community since Hurricane Katrina. It shows the NBA has confidence in our city’s ability to be ready for their showcase event and will make a statement to others who are considering scheduling conventions and sports in New Orleans in the future,” said Doug Thornton, Regional Vice President, SMG, New Orleans Arena. “We have worked closely with the NBA staff over the last few weeks to put the pieces together and meet their requirements. We applaud their Board of Governors for making this decision.”

“Attracting the NBA All-Star Game is further evidence of how important the Arena and the Superdome are to the lifestyle of this state. Credit is due to those visionaries who saw the need for a major arena in New Orleans,” said Tim Coulon, Chairman, LSED Board of Commissioners.

“The Greater New Orleans Sports Foundation looks forward to being a part of the Host Committee for the All-Star weekend. said Jay Cicero, President/CEO, Greater New Orleans Sports Foundation. “This event helps reestablish New Orleans’ image as a major event city.”

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NBA All-Star 2008 will include the T-Mobile Rookie Challenge on Friday night, and the Shooting Stars, Skills Challenge, Three-Point Shootout, and Slam Dunk Contest on Saturday.

The NBA Cares activities will include the NBA All-Star Legacy Project and events where current and former NBA and WNBA players will build homes with Habitat for Humanity, run basketball and fitness clinics with Jr. NBA/Jr. WNBA teams, and visit local schools and children's hospitals

The 15th NBA All-Star Jam Session, one of the most popular events of the week, will be held at The Ernest N. Morial Convention Center featuring more than 450,000 square-feet of basketball entertainment.
