

CITY OF SHREVEPORT

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PRESS RELEASE

May 24, 2017

Pep Rally for Pelicans Fans set for Thursday

The City will host a “Shreveport Pelican Pep Rally,” at 6 p.m. Thursday, May 25th at the new BHP Billiton YMCA, located at 3455 Knight St. All fans are encouraged to show up in their best New Orleans Pelican, NBA or other basketball gear. For overflow parking, shuttle service will be provided from Loyola's Messmer Stadium (Clyde Fant Service Road) to the YMCA.

Mayor Ollie Tyler, former NBA player Stromile Swift, and other area basketball coaches will be among the speakers at the rally.

Shreveport is one of now five cities (St. Tammany Parish has recently bowed out) still in the running to land the New Orleans Pelican NBA G-League team, which is a development league sponsored by Gatorade. One of the ways to boost the city's chances in having the high-performance professional sport team come to our community is to show as much excitement and enthusiasm as possible from the fans.

As part of the City's Request for Proposal (RFP) that will be submitted next month, a video commercial highlighting our area will be included. Those who attend the Pep Rally will have an opportunity to be filmed in this exciting media tool to lure the team to our city. The G-League is the NBA's premier minor league affiliate, which has grown rapidly in recent years. Cities with G-League teams have experienced millions of dollars in economic growth.

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