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Young Leadership Council Re-Launches 'New Orleans: Proud to Call it Home' Campaign

New Orleans, LA (November 1, 2010) – Seizing on the optimism and enthusiasm pervading New Orleans, the Young Leadership Council of New Orleans is re-launching its iconic 'New Orleans: Proud to Call it Home' campaign. First launched in 1994, this campaign captures the unbridled passion that young New Orleanians feel about their city and serves as a living testament to why so many are 'proud to call New Orleans home.'

The Proud to Call it Home campaign will officially launch at a kick-off celebration to be held on November 9th, from 6-8pm at Harrah's Theater located at 8 Canal Street. Big Sam's Funky Nation will supply the entertainment and food and drink will be provided. The launch event is open to the public.

Campaign objectives include: reinforcing the unique cultural qualities of New Orleans, educating people about the business climate and entrepreneurial spirit that are positively impacting the city's economy and quality of life, and reinforcing the perception that New Orleans has one of the highest levels of civic engagement in the country.

New Orleanians are encouraged to promote their feelings towards the city on the new Proud website, www.proudtocallithome.org, through heartfelt videos and messages focused on three themes:

- Proud to Work
- Proud to Live
- Proud to Play

In return for sharing their pride, contributors will receive a Proud Passport complete with special discounts at participating 'Proud' businesses including: Audubon Nature Institute, Bourbon House, Café Degas, Enterprise Rent-a-Car, PJ's Coffee, Swizzle Stick Bar and The National World War II Museum.

Dan Forman, YLC Board President says of the campaign, "With the YLC's 25th anniversary coming up in 2011, this is the perfect opportunity to re-launch the Proud campaign. New Orleans is in the midst of a reboot and the Proud campaign will seize this spirit and make it last."

In the five years since Hurricane Katrina, New Orleans has embarked on a transformational renaissance – one that has made the city a magnet for talent. New Orleans' unique cultural assets are now bolstered by its robust entrepreneurial community, lively neighborhoods and strong charter school presence:

- Forbes ranked the New Orleans area eighth in the "Top 10 Cities Where Americans Are Relocating," and 47th on its "Best Bang for the Buck" list of cities.

- Next Generation Consulting named New Orleans the 10th best "Midsize Magnet" for young professionals to live and work.
- New Orleans is touted as a “hive of entrepreneurial initiative” in Entrepreneur Magazine in 2010

When the Proud to Call it Home campaign originally launched 16 years ago, New Orleans was facing a declining population, struggling economy and a troubled school system. Now, even after the devastation of Hurricane Katrina and the BP oil spill, New Orleans is facing a bright future as passionate, engaged young professionals continue flocking to the city and calling it home.

Proud campaign co-chairs Skipper Bond of Bond PR and Lauren Schug of Keating Magee Marketing Communications, add, “New Orleanians are never shy in expressing their love and loyalty for this city and we look forward to capturing this spirit in the Proud campaign.”

“New Orleanians have always had a tremendous amount of faith in their city – but as a committed citizen and business owner, the support, passion and pride that has surged despite disasters and challenges, needs to be recognized. Re-launching the Proud campaign is one way we can capture this spirit,” says Ti Martin, local New Orleanian, co-founder of the original Proud campaign and owner of Commander’s Palace and Café Adelaide.

Participating Proud businesses:

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| ah-ha | What's New Gifts and | Poppy's Time Out Sports Bar |
| Audubon Nature Institute | Home Accessories | Royal Sonesta Hotel shops |
| Between the Bread | Voodoo Harley-Davidson | including: |
| Bourbon House | A Tisket A Tasket | Desire Oyster Bar |
| Broussard's Restaurant | Muse Inspired Fashion | PJ's Coffee Café |
| Café Adelaide | N'Awlins Cajun & Creole | Irvin Mayfield's Jazz |
| Café at the Square | Spices | Playhouse |
| Café Degas | New Orleans Hotel | Rubensteins |
| CC's Community Coffee | Collection including: | Southern Food and Beverage |
| House | St. Louis Hotel | Museum |
| Crepes a la Cart | Hotel Le Marais | Swizzle Stick Bar |
| Da Cajn Critter Cookbook | Bourbon Orleans Hotel | The Crazy Lobster |
| Dickie Brennan's Steakhouse | Dauphine Orleans Hotel | The National World War II |
| EAT | Wyndham Riverfront New | Museum |
| Enterprise Rent A Car | Orleans Hotel | The Party Basket |
| Feet First Inc. | New Orleans Zephyrs | Windsor Court Hotel |
| French Market Corporation | Palace Café | Ye Olde College Inn |
| shops including: | Planet Beach Contempo Spa | |
| | – Terrytown | |

Proud sponsors: Chevron, Gambit Weekly, Harrah’s Entertainment, WWL-TV and WWLtv.com.

Discounts and special promotional details listed at www.proudtocallithome.org.

The Young Leadership Council (YLC) is a non-profit, non-partisan civic organization created to develop leadership through community projects.

Celebrating its 25th anniversary in 2011, the organization recruits and retains young professionals to New Orleans and has a positive impact on the quality of life in the region. Since its inception, the YLC has raised more than \$25 million to support community projects in and around New Orleans.

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