



CEDRIC B. GLOVER
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PRESS RELEASE

February 4, 2010

STREET CLOSURE FOR CITY OF SHREVEPORT'S "WHO DAT" PEP RALLY

As the word spreads and the excitement builds for Friday's "Who Dat" Pep Rally, Shreveport's Director of SPAR wants to keep the public informed about street closures for the event.

"Only the 500 block of Travis Street will be closed," says Ragle. "No other downtown streets will be closed."

Mayor Cedric B. Glover and Shreveport City Council Chairwoman Joyce Bowman selected the 500 block of Travis because they wanted to create a New Orleans outdoor street festival atmosphere for the pep rally. Shreveport's own Buddy Flett will bring his second-line brass band, vendors will bring their best Louisiana dishes, you can get a fleur-de-lis tattoo (temporary) and members of the "Who Dat" Nation will be decked-out in their black and gold to show their team spirit for the Super Bowl bound NFC Champions, the New Orleans Saints.

"We do not anticipate that parking will be a problem," says Ragle. "In fact, we're planning for a fantastic crowd and a city event that will be remembered and talked about for a long time."

Shreveport's "Who Dat" Pep Rally is already being talked about on news and sports shows across the country and around the state. Shreveport Downtown Development Authority Executive Director, Don Shea reports that this morning in New Orleans on WWL Radio (50,000 watt signal) they were talking about Shreveport's "Who Dat" Pep Rally.

Lamar Advertising is showing its team spirit, partnering with the City of Shreveport and today posted ads promoting the "Who Dat" Pep Rally on eleven digital billboards throughout the City.

Media partners KSLA News 12 and The Radio Group are predicting great weather for the "Who Dat" Pep Rally. Meteorologist Ron Young said at noon, "Clear skies, no rain and we might even see some sun."

CITY OF SHREVEPORT



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The City of Shreveport's "Who Dat" Pep Rally is set for Friday, February 5, 2010 from 4 – 7 pm in the 500 block of Travis Street in front of Government Plaza, downtown Shreveport. It's FREE and open to the public.

-SHREVEPORT-