

THE LOUISIANA SPORTS STORY

There is much more to the rise of the new South than the election of the first southern President in this century. Long regarded as agrarian in nature, the emergence of the new south features southern prominence in industry, commerce, sports, entertainment and every aspect of America's business complexes.

After grappling for centuries with its racial dilemma, there are signs of a new and growing vanguard throughout the south wherein bi-racial enterprises with full and meaningful participation of all is espoused and practiced.

LOUISIANA SPORTS, INC., is a classic example of the spirit of the new south. The company was formed by a group of prominent Louisiana business and civic leaders to bring the historic Spinks-Ali rematch to the Crescent City and the Superdome.

Louisiana Sports is represented by a broad cross section of interests among its principals; a cross section that spans the spectrum of the New Orleans community.

Don C. Hubbard, President, the organizational genius of Louisiana Sports has over 15 years of experience in civil rights, community and government service.

Philip C. Ciaccio, Vice President, is a veteran member of the City Council in the Crescent City. Ciaccio has long been regarded as a visionary person of progressive ideals.

Sherman N. Copelin, Jr., Secretary/Managing Partner is the wiz and detail man of the organization. Copelin is a former student advisor to President Lyndon B. Johnson.

Jake DiMaggio, Treasurer, is a highly successful New Orleans businessman. DiMaggio has long stood as a progressive voice in the New Orleans business community and is a member of many civic boards.

The Spinks-Ali fight is already the top grossing live gate in boxing history. It passed the \$2.7 million live gate gross of the second Dempsey-Tunney fight in early July. With a gross gate potential of \$7 million, all signs point to boxing's first and perhaps only over \$6 million gate ever thus making the fight the highest grossing live gate in the history of the world.

The fight is the first of many major events Louisiana Sports plans to bring to New Orleans and the Superdome--the world's largest indoor facility. It is the intent of Louisiana Sports to make New Orleans a major sports capital of the world.

With a beginning of such magnitude, Louisiana Sports is well on its way. An enterprise of the new south, it represents an emerging institution that speaks well to a great today and a greater tomorrow.



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