

## Celebrating Yulman Stadium with Coca-Cola

November 12, 2014 3:00 AM New Wave staff

[newwave@tulane.edu](mailto:newwave@tulane.edu)



Coke bottles with Yulman Stadium's logo are available on Tulane campuses. (Photo by Kelly Venable Carroll)

After a 40-year wait to have an on-campus football stadium, Green Wave fans finally have the real thing. Now, thanks to a special promotion, Yulman Stadium's inaugural season is being commemorated on special glass bottles of Coca-Cola available only through Tulane University and campus retailers.

The special six-packs went on sale late Wednesday (Nov. 12) for \$8 each or \$1.35 for a single bottle, said Kelly Venable Carroll, director of university services at Tulane.

The commemorative bottles carrying the green and blue Yulman Stadium logo are available at the Tulane bookstores on both the uptown and downtown campuses; at the Green Wave Team Shop in the Wilson Center, uptown campus; at the PJ's Coffee locations on Willow Street, at Stern Hall and on Maple Street; and in retail dining

locations on the uptown and health sciences campuses.

Carroll started working with the university's Coca-Cola representatives on the idea earlier this year. Initially the Atlanta-based company didn't express interest in bottles with [Yulman Stadium](#) logos.

“But because our reps are local and have been working with our account a really long time, they understood the significance of the stadium opening,” Carroll said. “They went to bat for us in Atlanta about how important this was, to have the stadium back on campus after 40 years.”

Quantities are limited, so get them while you can, Carroll said, because once they're gone, there won't be more made available. It's strictly a one-time promotion.

After all, with the first on-campus [Homecoming celebration](#) in decades this weekend, Green Wave football fans are finding out that things really do go better with Yulman Stadium nearby.