

## **Tulane University Announces Fundraising Campaign for Stadium**

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Just days after hiring Saints wide receivers coach Curtis Johnson as its new head football coach, Tulane University has announced "Home Field Advantage," a \$70 million fundraising campaign to build a new \$60 million on-campus football stadium and provide \$10 million in additional support for the Green Wave football program.

Tulane President Scott Cowen and members of the Board of Tulane have already raised \$40 million in the private phase of a capital campaign and will begin the public phase for the balance of the support needed to build the proposed Tulane Community Stadium.

The new stadium will be located on Ben Weiner Road, between the Reily Student Recreation Center and the James W. Wilson Jr. Center -- less than a football field away from the original Tulane Stadium. The anticipated capacity is 30,000.

In addition to being the new home field for the Green Wave, the stadium, which Tulane hopes to complete in time for the 2014 football season, will also serve as a community resource for Orleans Parish public schools, New Orleans Recreation Department activities and Louisiana High School Athletics Association events.

"This project will further strengthen the partnership with New Orleans that has defined Tulane since Katrina. It will continue our efforts to empower others to build a better New Orleans. This is an "all hands on deck" moment for Tulane alumni, fans, supporters and everyone who recognizes the value of athletics and community in the lives of our neighborhood children," Cowen said. "We need everyone's help to make the Tulane Community Stadium a reality."

The stadium will also provide space for convocations, commencements, seminars, lectures and studying.

“The Tulane Community Stadium will unite the athletic and academic missions of Tulane and create a true home field that will change the student's experience. The stadium will be built with dedicated private donations and will have a significant and positive impact on our operating economics with income from concessions, advertising, seat licenses and additional ticket sales,” Board of Tulane President Jay Lapeyre said. “It will also provide an economic boost to the area during the construction phase and for years to come.”

Since the stadium will be financed by private donations, its cost will not affect tuition or Tulane's academic programs.

“An on-campus stadium is the ultimate tool for recruiting the best student-athletes and coaches. There's nothing like it to boost the esprit de corps of a campus and community,” Tulane Athletic Director Rick Dickson said. “This just makes sense for the university in terms of community bonding, athletics and financial stability.”

For more information visit [tulanestadium.com](http://tulanestadium.com) or the [Facebook page](#) and follow buzz about #TulaneStadium on Twitter.