



**FOR IMMEDIATE RELEASE**

## **News Release**

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### **New Orleans Jesters Announce Roster, Team Sponsors and Preview the Upcoming Season**

*Press Conference Scheduled for 1:00 PM on Monday, May 10<sup>th</sup>*

NEW ORLEANS, LA – (May 4, 2010) – The New Orleans Jesters will hold a press conference to announce the final roster, team sponsors and provide a taste of what fans can expect this season. Media and attendees will have an opportunity to interview players and team management, take photos, and get the first look at the 2010 squad in action.

The title sponsor for this year's squad will be Louisiana Machinery. Other team sponsors include Mc Donald's, Lafarge, Tecate (Heineken USA), Finn McCool's, Treasure Chest Casino, Iberia Bank, and Petro TV. Details on the announcement can be found below:

- **When:** Monday, May 10<sup>th</sup> at 1:00 PM
- **Where:** Pan American Stadium – Zachary Taylor Drive and Wisner Avenue, New Orleans, LA
- **Why:** Photo Opportunities, Meet the Players, In-depth Interviews with Coaches and Executives, Get Insight into the Upcoming World Cup

Following a tough loss in the playoffs last year, Head Coach Kenny Farrell sees this season as an opportunity for even bigger and better things.

“Going into this season we knew we had to upgrade our attack; fans like to watch goal scorers, and we certainly have added quite a few,” says Coach Farrell. “This will certainly be one of the most talented teams in the league. Jesters games should give World Cup fans an opportunity to see an action-packed soccer match up-close and personal.”

With the World Cup taking place in June, the Jesters will be the area's resource for everything soccer. This year's squad has a variety of international players from many World Cup qualifying nations. New additions to the team include four Brazilian players, as well as Carl Reynolds, who played for Chelsea and the England National Team. Also, this season will be a special homecoming for a few players, as it marks their return to New Orleans for the first time since Hurricane Katrina. Caleb Turner is among them and can't wait to return to his hometown.

“I am looking forward to many of the things that I thought may have been lost forever: my friends, my neighborhood and soccer in New Orleans,” comments Turner.

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For more information on the New Orleans Jesters soccer team, ticket packages, youth camps or community appearances, please visit [www.NolaJesters.com](http://www.NolaJesters.com).

Fans can also become followers of the team on Facebook (<http://Facebook.com/NolaJesters>) and on Twitter (<http://Twitter.com/NolaJesters>).

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**About the New Orleans Jesters**

*The New Orleans Jesters are the area's only minor league soccer team and top level franchise. As part of the United Soccer Leagues' Premier Development League (PDL), elite players are provided the opportunity to develop in professional environments while awaiting their chance to move on to top professional teams in the US and across the world. In 2010, the New Orleans team will be an extraordinary blend of high-level American soccer with international flare, featuring players from the US, Great Britain, Brazil, Honduras, Ireland, Costa Rica and a variety of other countries. Home games are played at Pan American Stadium in City Park.*

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