

"I am fortunate to not only have quality players, but real character men. And the want to represent this state, this area and to contribute in any way they can is the calling."

**Head Coach Les Miles**



### Hurricane Relief

Since Hurricanes Katrina and Rita struck the Gulf Coast in 2005, the LSU football team has played a vital role in community relief efforts throughout the state. On the Tigers' two previous post-season visits to New Orleans, the team has contributed in a volunteer capacity in helping reconstruct the area. A day prior to the 2008 BCS National Championship Game, several members of the LSU squad (above) constructed two new baseball fields at the Rosenwald Boys and Girls Club of the New Orleans Recreation Department. Together, the group brought new life to a playground that was destroyed by Hurricane Katrina on South Broad Street.

# Community OUTREACH

LSU student-athletes participate in a variety of community service projects including reading in schools, nursing home visits, hospital pediatric ward visits and speaking engagements.



### School Holiday

Junior wide receiver and track star Trindon Holliday speaks at a local elementary school.



### Purple Heart

Head coach Les Miles and the 2007 team captains visited with wounded soldiers and toured the Walter Reed Army Medical Center on the Tigers' trip to Washington D.C., in April.

### All-Star Spirit

All-American Glenn Dorsey visited with six-year-old Prosser Crowe, who suffers from multiple sclerosis, after a weekday practice.





“Through workshops, service projects, and social events, CHAMPS, brings LSU student-athletes information that will prepare them for the biggest game of all - the game of life!”

-SHAQUILLE O'NEAL, LSU ALL-AMERICAN & 14-TIME NBA ALL-STAR

## Shaquille O'Neal CHAMPS/Life Skills Program



# Career DEVELOPMENT

### Job Experience

The LSU football program has a longstanding internal summer jobs program that aggressively seeks opportunities to help place its players in career-developing positions within the community. Every LSU football player that wants to get a leg up on his future has the opportunity to earn valuable experience during the summer. Football players spend most of their summer participating in jobs that relate to their major, like working at ...

- ▶ Hospitals
- ▶ Physical Therapy centers
- ▶ Public Relations firms
- ▶ Building Contractors
- ▶ Restaurant Management
- ▶ Engineering firms
- ▶ Accounting offices

### CHAMPS

The CHAMPS (Challenging Athletes Minds for Personal Success)/Life Skills program was developed by the NCAA to help prepare student-athletes for the challenges of life beyond the playing field.

#### How Can CHAMPS Help?

By focusing on “real life” skills and personal development, the CHAMPS Program not only assists the student-athletes with meeting daily challenges, but also enhances student-athlete’s growth in their college years and beyond.

#### CHAMPS at LSU

The CHAMPS/Life Skills program at LSU is operated out of the Academic Center for Student-Athletes, and the focus of the program is on five commitments viewed as critical to personal growth.



**Mike Mallet**  
Director for the  
CHAMPS/Life Skills program



**Jade Jenkins**  
Assistant Director for the  
CHAMPS/Life Skills program





The state capitol building of Louisiana, located in the heart of downtown Baton Rouge, is the tallest capitol building in the nation at 34 stories and overlooks the Mississippi River.

# Baton ROUGE

## Distance Chart from Baton Rouge (BASED ON 70 MPH SPEED):

Atlanta, Ga. ....7 hours	Jackson, Miss. ....2 <sup>1/2</sup> hours	New Orleans, La. ....1 hour
Biloxi, Miss. ....2 hours	Jacksonville, Fla. ....8 <sup>1/2</sup> hours	Orlando, Fla. ....10 hours
Birmingham, Ala. ....6 hours	Little Rock, Ark. ....5 hours	Pensacola, Fla. ....4 hours
Dallas, Texas ....6 <sup>1/2</sup> hours	Mobile, Ala. ....3 hours	Shreveport, La. ....4 hours
Houston, Texas ....4 hours	Monroe, La.....2 <sup>1/2</sup> hours	

Hospitality and comfort are a Southern tradition practiced to perfection around Baton Rouge. Minutes from the city, ancient moss-draped oaks, fragrant honeysuckle, formal gardens and the finest examples of Southern architecture await. Combine this with the excitement of the mighty Mississippi River, Cajun music and a gourmet meal that is topped with freshly brewed cafe-au-lait at one of Baton Rouge's fine restaurants. So what does the future hold? Baton Rouge is now one of the fastest growing cities in the South -- a bustling Metropolis of cutting edge technology companies, high-powered law firms and forward thinking city leaders who passionately support the arts and promote the local economy. Old Man River just got an upgrade. Yes, this is one city that's rolling on the river.

### Proximity

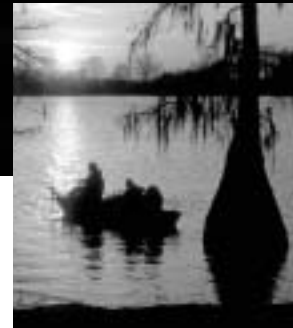
Baton Rouge is just an hour away from the French Quarter in New Orleans and even closer to the million-acre Atchafalaya Swamp, which is called one of the biggest fishing ponds in the country.



Courtesy of Baton Rouge Visitors & Conventions Bureau



The Pelican State features the hustle and bustle of downtown New Orleans. Contrast that with the finest hunting, fishing and boating opportunities in the country making Louisiana the "Sportsman's Paradise".



# Louisiana

## THE PELICAN STATE



Louisiana, one of America's most culturally and geographically diverse states, is located in the heart of the Deep South. Adjacent to the Gulf of Mexico and dotted with hundreds of lakes and bayous, Louisiana is home to all types of terrain from swamps and marshes to lush forests and gentle hills.

### ◀ Unique Culture

Louisiana is home to Mardi Gras, a two-week party that includes more than 60 parades and millions of visitors from around the world. All year long New Orleans Jazz, Creole culture, stately riverboats and some of the finest cuisine in the world is mixed into the diverse and renowned culture of Louisiana.

### Cuisine ▶

Foods like boiled crawfish, jambalaya, shrimp etouffee and gumbo make the cajun and creole cuisine of Louisiana the envy of the nation.





# COLLEGE FOOTBALL'S ULTIMATE SETTING

# Tiger STADIUM



## The Facts

YEAR BUILT: 1924 • CAPACITY: 92,400  
 LARGEST CROWD: 92,910 vs. Florida, 10/7/07  
 FIRST GAME: vs. Tulane, 11/25/24  
 FIRST NIGHT GAME: vs. Spring Hill, 10/3/31

## Stadium Capacity

	SCHOOL	STADIUM	CAPACITY
1.	Michigan	Michigan	107,501
2.	Penn State	Beaver	107,282
3.	Tennessee	Neyland	104,048
4.	Ohio State	Ohio	102,329
5.	Georgia	Sanford	92,746
6.	LSU	Tiger	92,400

## Attendance Leaders

	SCHOOL	GMS.	2007 ATT.	AVG.
1.	Michigan	8	882,115	110,264
2.	Penn State	7	762,419	108,917
3.	Ohio State	7	735,773	105,110
4.	Tennessee	7	727,426	103,918
5.	Georgia	7	649,222	92,746
6.	LSU	7	648,334	92,619



The Golden Band From Tigerland plays the first note of the pregame salute and more than 92,000 fans rise to their feet, captivated and transformed by what they are about to see. The energy, noise and excitement level hit another gear as the players charge through the uprights and prepare to take the field. This is an atmosphere unrivaled in college football. This is Tiger Stadium.

"I'd been warned prior to my first visit to Baton Rouge that the legendary Death Valley mystique was a myth. That assessment couldn't have been more wrong. Tiger Stadium was as loud as any I've ever heard during the dramatic fourth quarter of Saturday's Georgia game, the festivities surrounding it as advertised.

The streets were lined with purple and gold. Smoke emanated from the grills in the parking lot. Shouts of "Go Tigers" and "Tiger Bait" echoed from the stadium deep into the heart of campus.

And that was just Friday night."

**- Stewart Mandel, SI.com,  
Sept. 21, 2003**



# "THE SCARIEST PLACE TO PLAY IN AMERICA"

ESPN.COM, OCT. 2007



"(Tiger) Woods pumped both fists and yelled, as jacked as you'll ever see him. But the crowd explosion drowned out whatever was coming out of his mouth. It was the closest golf has ever come to sounding like fourth-and-goal at LSU's Tiger Stadium on a Saturday night."

**- Pat Forde, ESPN.com on Tiger Woods' putt to force a playoff at the 2008 U.S. Open, June 14, 2008**

"Baton Rouge happens to be the worst place in the world for a visiting team. It's like being inside a drum."

**- Paul "Bear" Bryant, Former Alabama Coach**

"Three SEC coaches I spoke with who have worked in other leagues say that Tiger Stadium is, by far, the loudest stadium in the country."

**- Bruce Feldman, ESPN.com, Oct. 1, 2007**

"The best atmosphere that I have ever played in is Tiger Stadium. The Super Bowl is right there with it, but there is still nothing like Tiger Stadium on a Saturday night."

**- Anthony "Booger" McFarland, LSU All-American and two-time Super Bowl champion with the Buccaneers and the Colts**



# Gameday IN TIGERTOWN

Hours prior to kickoff, the excitement level among the thousands of LSU fans builds outside of Tiger Stadium. Fans party with the bands that take the stage at Tiger One Village.

## Countdown to Kickoff

Tiger fans line North Stadium Drive in preparation to see the LSU football team walk down Victory Hill. A little over an hour before kickoff, the Golden Band From Tigerland's march follows and sets the scene for one of college football's greatest traditions.



# Tailgating at LSU



The LSU tailgating experience is second to none. The campus becomes one of the biggest and best parties in the nation on a Saturday afternoon. Each weekend, an estimated 120,000 fans gather to tailgate around campus in recreation vehicles, sport utility vehicles, pick-up trucks, cars and buses. The anticipation begins as they roll into town on Thursday night and fire up the grills on Friday afternoon.



## A COLLEGE FOOTBALL EXPERIENCE LIKE NO OTHER



Tiger fans revel in the unique cuisine that is cooked on a Saturday afternoon, including world famous jambalaya, boiled crawfish, shrimp, boudin, gumbo, red beans and rice, shrimp creole, crawfish etouffee, chicken and fried alligator.







Coach Les Miles and All-American Glenn Dorsey were live on ESPN's SportsCenter from the LSU Parade Grounds following the Florida game. ESPN and ABC's Kirk Herbstreit and Brent Musburger called the Virginia Tech game in September. The CBS Early Show broadcasted nationally from Tiger Stadium the Friday morning prior to the Florida game. Jacob Hester spoke to FOX's Chris Myers on the field following the 2008 BCS National Championship Game.

# National SPOTLIGHT



LSU is one of the most widely recognized programs on the national forefront. With its constant visibility, millions of college football fans throughout the country see, read, and hear about LSU football on a daily basis. LSU's exposure throughout the Tigers' 2007 national championship run brought the program unprecedented media coverage that continues today.



## ESPN College GameDay Live from Baton Rouge

Last season, the LSU campus was the site of ESPN's College GameDay for the fifth and sixth times in program history when the Tigers played Virginia Tech and Florida. ESPN's Chris Fowler listed LSU as his favorite GameDay location in the Sept. 23, 2003, *Sports Illustrated On Campus* issue.

# This is SportsCenter

- INTRO
- THIS IS LSU**
- TIGERS
- COACHES
- REVIEW
- HISTORY
- LSU



## Miles Goes Global on ESPN Commercial, National TV

LSU head coach Les Miles has been a busy man since the Tigers' claimed the 2007 national title. Miles took part in an ESPN video shoot for the network's line of "This is SportsCenter" commercials last April at the ESPN Headquarters in Bristol, Conn. Miles also taped a segment of College Football Live and SportsCenter during his tour of ESPN. Miles was a live guest on the set of FSN's "Best Damn Sports Show Period" in Los Angeles last January.



## LSU Football on National Television

LSU football and nationally televised games have become synonymous. Last season, 12 of LSU's 14 games were broadcast to a national audience, including the first CBS primetime contest in Tiger Stadium since 1981 when the Tigers took on Florida. A school-record seven LSU games were broadcasted on CBS a year ago.



LSU celebrates the 2007 national title on the FOX Sports set after the game.

# 75%

LSU football games over the past three seasons have been viewed by a national television audience.





## BCS Media Day

An estimated 500 national and worldwide members of the media turned out for 2008 BCS National Championship Media Day at the Superdome. LSU players also tried their journalistic skills as part of the one-hour session. (Left) OL T-Bob Hebert (53) poses a question to QB Matt Flynn (15). (Right) WR Demetrius Byrd (2), DE Kirston Pittman (49) and CB Jai Eugene (2) take the microphone and share a laugh.



# Media WORLDWIDE

## On the Internet

The success of LSU football is covered 24 hours a day, seven days a week via the World Wide Web. The Tigers made front page headlines of every major news and sports website following the 2008 BCS National Championship Game, including ESPN.com, CBSSports.com and CNN.com.

## On the Internet LSU Football via the Web



# On the Cover LSU Football in Magazines

- INTRO
- THIS IS LSU
- TIGERS
- COACHES
- REVIEW
- HISTORY
- LSU

LSU's rise to the top of college football has seen the Tigers grace the cover of every major sporting magazine. All-American Glenn Dorsey was featured on the Jan. 14, 2008, edition of *Sports Illustrated*. Pictured on this page are historic magazine covers that feature LSU players and highlight some of the greatest moments in program history.

