



Teaming up with the New Orleans Pelicans



Audubon Nature Institute
Celebrating the Wonders of Nature

Last year, the New Orleans Pelicans and Audubon Nature Institute were thrilled to announce that we were teaming up to preserve Louisiana's coast and wetlands. *"The Pelicans are proud to partner with Audubon Nature Institute on ensuring the health and future of our coastline,"* said Pelicans President Dennis Lauscha.

"When we announced the rebrand of the team and its new mascot, the Pelican, we knew that we would integrate increasing awareness and raising funds for the research and protection of the Gulf South coastline as a part of our community initiatives. The most important aspect of this partnership is educating our local youth on the importance of coastal restoration and actions they can take now, and in the future, to make sure our coast is thriving for generations to come."

The partnership features multiple programs, activities, and events focused on educating the public on the effects of coastal restoration in the region as well as inspiring them to take action to ensure the long term health of the coast.

Each spring, the Pelicans host *Toast for the Coast* at Audubon Aquarium of Americas, giving fans the opportunity to spend time talking with players at an event benefiting Audubon Nature Institute. *Toast for the Coast* is two events in one. The first portion of the evening will be an intimate patron party as guests will have the opportunity to enjoy time talking and mingling with Pelicans players with one of Audubon Aquarium's most captivating exhibits, the Gulf of Mexico, as the background. The party will include hors d'oeuvres, cocktails, and a live auction featuring incredible once-in-a-lifetime experiences.

With the hope of appealing to more of the Pelicans' biggest fans, tickets for the second portion of the evening will be available at a lower price point. Party guests will continue their



Pelicans forward Patric Young helps a young visitor dunk at Audubon Zoo during an event celebrating Quest for the Coast presented by Chevron.

evening with interactive stations with Pelicans players as they explore Audubon Aquarium.

The Pelicans are also helping to engage community members through sponsorship of Audubon Nature Institute's Wetland Wildlife Express, a mobile educational program that offers an up-close experience with our wetland's most important inhabitants. This connection to wetland animals will help to foster future stewardship to protect some of Louisiana's most vital natural resources.

And now, the message of wetlands conservation is reaching an even broader audience of all ages through *Quest for the Coast presented by Chevron*, a new game on the Pelican's mobile app, created in partnership with Audubon Nature Institute.

Party with the Pelicans for a Good Cause

Toast for the Coast

March 13, 2015

Audubon Aquarium of the Americas

Tickets available at

Pelicans.com/toastforthecoast

or (504) 593-4981

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In the game, Pierre the Pelican soars across the Louisiana coastline doing his part to prevent coastal erosion while collecting items that protect the wetlands and steering clear of litter and harmful objects. At the end of each round, fans must correctly answer a trivia question about coastal Louisiana to continue playing. The Pelicans are the first NBA team to develop



an in-app game that combines exciting gameplay with fun facts about the Gulf Coast and environmental restoration.

This exciting partnership continues with Audubon and the Pelicans collaborating on a children's book about the wetlands. This will create yet another fun way to help teach the youngest members of our community how important it is to protect our wildlife and habitats—especially the ones in our own backyard. Audubon Nature Institute is so grateful for all of the Pelicans' support, and we look forward to continuing to work together to preserve Louisiana's wetlands and spread the message of conservation.

It's Never Too Early to Learn about Conservation

Audubon Nature Institute's Education Programs play an important role in fulfilling our mission of sharing the importance of environmental stewardship with community members of all ages.

As part of an experiential learning partnership with Lycée Français de la Nouvelle-Orléans, Audubon educators are creating opportunities for students to learn about the



Students from Lycée Français de la Nouvelle-Orléans prepare marsh grasses for planting with Pelicans forward Ryan Anderson.



Monarch butterflies raised by Audubon Butterfly Garden and Insectarium are released into the wild by students from Lycée Français de la Nouvelle-Orléans.

wonders of nature up close. Monarchs and other pollinators are incorporated throughout the students' curriculum, and activities like planting milkweed and releasing butterflies into the wild are used as hands-on examples of how every individual can help ensure the future of a species. The students are also filming a PSA about monarch conservation.

And, thanks to the New Orleans Pelicans, these students have had the opportunity to contribute to wetlands preservation alongside some role models they can look up to—both figuratively and literally. In the fall of 2014, Pelicans players Jimmer Fredette, Ryan Anderson, and Alexis Ajinca joined the students at an Audubon Zoo on-site classroom to prepare hundreds of marsh grasses for replanting to help restore Grand Isle's coastline.