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THE WALL STREET JOURNAL.

YOU DON'T LET ONE HURRICANE TEAR IT ALL DOWN.

Over the past three centuries, New Orleans has become a cultural phenomenon, blessing the world with jazz, cajun cooking and even a day in February for throwing beads. It truly was a city unlike any other.

will this be a return of a 72-year-old tradition, it will also be a boost to the economy.

It's time to put New Orleans back on the map.
THAT'S ALLSTATE'S STAND

bring the Sugar Bowl back to the only place it should ever be played — the Superdome. In 2005, that single football game brought \$209 million in tourism dollars to the New Orleans area. So not only

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