

When it takes 288 years to build something as unique as The Big Easy,



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.

Then, one year ago, Hurricane Katrina swept into New Orleans. With a devastated economy and thousands of displaced residents, all seemed lost. But thanks to the determination of local residents and millions of others around the world donating time and money, The Big Easy is bouncing back. Obviously, a complete revival of the city will take time, but here are a few things Allstate is proud to be doing:

1. HELPING RETURN RESIDENTS TO THEIR HOMES

Our first step was paying claims. To date, Allstate has paid over \$1.4 billion in claim settlements in Louisiana. In addition, The Allstate Foundation set up a Hurricane Recovery Fund to help sow seeds of renewal across the entire Gulf region.

2. PUTTING NEW ORLEANS BACK IN THE LIMELIGHT

Because of Katrina, Atlanta was the beneficiary of last year's Sugar Bowl and all of the revenue it generated. This January, Allstate is helping to 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

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

3. IMPROVING HOMEGROWN PHILANTHROPY

The nonprofit community is critical to the future of New Orleans, so Allstate has partnered with two of the most prestigious organizations – The Urban Institute and The Louisiana Association of Nonprofit Organizations. **Together we are identifying effective strategies local nonprofits can use to get back on their feet.**

4. REBUILDING THE CULTURE

A "new" New Orleans would never be complete without music. So Allstate has partnered with the New Orleans Jazz Orchestra to inspire the city. From employing musicians displaced by Katrina to broadening the "Visit with Jazz" educational programs in schools, **we are making sure the authentic voice of the Big Easy will be heard again.**

The road to a full recovery is long and challenging, but we're honored to be able to help restore an American treasure.

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



Auto
Home
Life
Retirement



Allstate
You're in good hands.