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SUPER BOWL LIX



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Football's Biggest Game


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Super Bowl LIX

New Orleans Host Football’s Biggest Game



Jalen Hurts and the Philadelphia Eagles will face off against Patrick Mahomes and the Kansas City Chief who will try make history winning three consecutive Super Bowls.

Edwin Buggage
Editor-in-Chief
Data News Weekly

On February 9, 2025, New Orleans will host sport’s biggest spectacle, SuperBowl LIX will take place at the Caesars Superdome, marking the city’s 11th time hosting the event, tying with Miami for the most SuperBowls held in a single city.

This much-anticipated game features a rematch between the Kansas City Chiefs and the Philadelphia Eagles, who met in SuperBowl LVII two years prior with the Chiefs being victorious. They are aiming for an unprecedented third consecutive SuperBowl title, a feat never before accomplished in NFL history.

Beyond the game, the SuperBowl festivities will showcase New Orleans’ rich cultural heritage. In addition,

the halftime show will be headlined by Grammy Award Winner Rapper Kendrick Lamar, with a guest appearance by SZA.

The Rise of the Black Quarterback

The presence of Black quarterbacks in the Super-Bowl underscores a broader evolution within the NFL. From Doug Williams’ groundbreaking win in 1988 to

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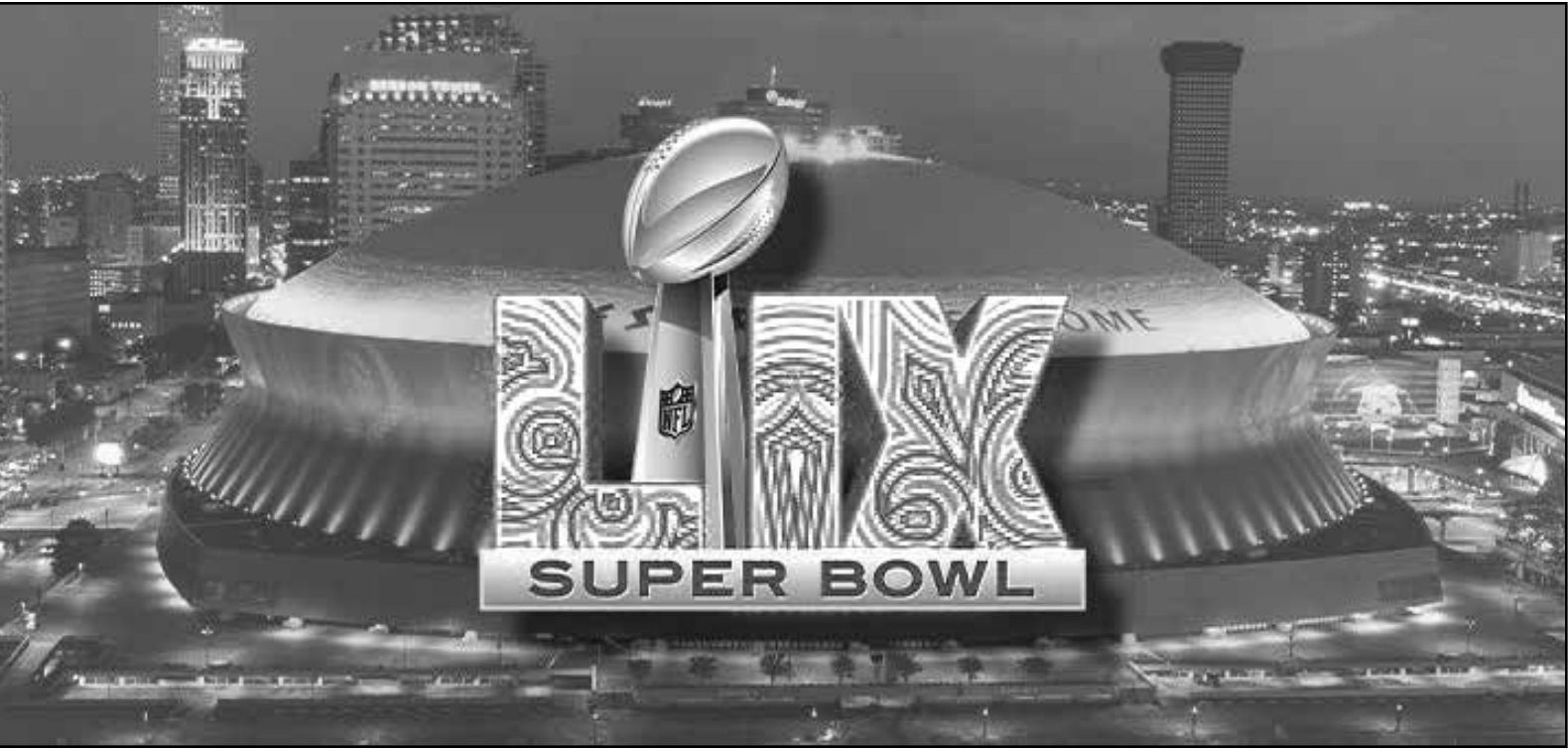
DATA NEWS WEEKLY

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Cover Story, Continued from page 2.



the increasing prominence of Black quarterbacks in recent years, they have challenged and overcome longstanding racial barriers in professional football surrounding them having the ability to be leaders on the field. Their achievements not only highlight individual excellence but also reflect a gradual shift to-

wards greater inclusivity and recognition of talent, irrespective of race, in the NFL.

This game features two of the game's best quarterbacks.

Patrick Mahomes: As the quarterback for the Kansas City Chiefs, Mahomes led his team to SuperBowl victories in 2020,

2023, and 2024, becoming the first Black quarterback to win multiple SuperBowls.

Jalen Hurts: Quarterbacked the Philadelphia Eagles in SuperBowl LVII in 2023, marking the first SuperBowl where both starting quarterbacks (Hurts and Mahomes) were Black.

Economic Impact

The SuperBowl is renowned not only for its athletic spectacle but also for its substantial economic impact on host cities. As New Orleans prepares to host SuperBowl LIX on February 9, 2025, projections indicate a significant financial infusion into the local economy.

Projected Economic Impact:

Direct Spending: Estimates suggest that the influx of visitors, including fans, teams, media personnel, and event staff, will contribute between \$400 million to \$500 million in direct spending. This encompasses expenditures on accommodations, dining, transportation, and entertainment.

Historical Context: For perspective, the previous SuperBowl in 2013 hosted in New Orleans generated approximately \$480 million in economic activity. The upcoming event is anticipated to meet or exceed this figure, with some projections nearing \$600 million.

More than Just a Football Game

This SuperBowl is more than just a football game. It is one where history is being played out on the big stage. Where sports, corporate advertisers, economics, and the politics of race will take place in a world class city with an amazing history with the big game.

We at Data News Weekly welcome all to our City for SuperBowl LIX.

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FIND MORE WAYS TO SAVE AT ROUSES

Beyonce Makes History at 2025 Grammy's and Several Louisiana Artists Win Awards on Music's Biggest Night

Elise Schenck
Data News Weekly
Contributor

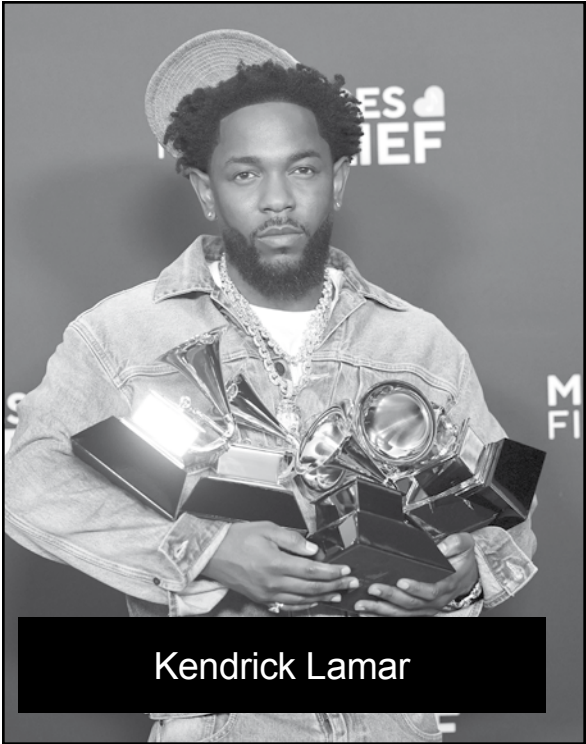
Beyoncé made history by winning Album of the Year for Cowboy Carter, marking her first win in this prestigious category. With this victory, she became the first Black woman to receive the honor since Lauryn Hill in 1999. Additionally, she made history in the Country Music Genre, winning Best Country Album for Cowboy Carter, becoming the first Black artist to secure this award.

Jon Batiste, a celebrated artist from Louisiana, took home two Grammys. He won Best Song Written for Visual Media for "It Never Went Away", featured in American Symphony, and also earned Best Music Film for the same project.

Tank and the Bangas, another



Beyonce



Kendrick Lamar

Representative Delisha Boyd
District 102



"It is an honor to celebrate the past, embracing the present, and inspiring the future not only during Black History Month but every month. I stand on the shoulders of great leaders who cleared the path for me and so many others."

I would also like to welcome the Superbowl LIX visitors to our great City of New Orleans.

Sincerely,
State Representative Delisha Boyd



Tank and the Bangas



Lucky Daye

Louisiana-based act, clinched the award for Best Spoken Word Poetry Album with The Heart, The Mind, The Soul, further showcasing the state's deep musical roots.

Lucky Daye also celebrated a career milestone, winning Best Traditional R&B Performance for his hit single "That's You". This win solidified his presence in the industry and highlighted his exceptional artistry in Contemporary R&B.

The 2025 Grammy Awards not only recognized outstanding musical talent but also saw historic wins that will leave a lasting impact on the industry.

Events During SuperBowl Week

Data News Staff Edited Report

As SuperBowl LIX approaches on February 9, 2025, in New Orleans, fans are gearing up for a week filled with engaging activities and events designed to enhance their experience beyond the game itself.

SuperBowl Experience Presented by Panini:

From February 5th to 8th, the Ernest N. Morial Convention Center transforms into an interactive football theme park. Attendees can participate in various activities, including interactive games, autograph sessions with NFL players, and photo opportunities with the Vince Lombardi Trophy and all 58 SuperBowl rings. Tickets start at \$20 for adults, while children 12 and under enjoy free admission.



These events, among others, offer fans a comprehensive and immersive SuperBowl experience, showcasing the rich culture and vibrant Spirit of New Orleans.

SuperBowl Opening Night Fueled by Gatorade:

On February 3rd, fans have the opportunity to witness the arrival of the AFC and NFC Champions at the Caesars Superdome. This event offers a chance to hear directly from players and coaches during their only public appearance before the game. Tickets are priced at \$20.

House of Verizon:

From February 6th to 9th, House of Verizon at Fulton Alley offers exclusive programming that blends sports, food, fashion, culture, and music. The venue features appearances by NFL athletes, musicians, and fashion icons, along with performances by artists such as T-Pain, Doechii, and Jermaine Dupri.

Louisiana Culture Festival:

Running from February 7th to 8th at the French Market, this festival highlights the diverse Cultures of Louisiana. Attendees can explore booths featuring local Native American tribes, enjoy cooking and dance demonstrations, and experience a cultural corner with basket weaving and storytelling.

SuperBowl Host Committee Parade:

On February 8th, from 10 a.m. to 12 p.m. CT, the first-ever SuperBowl Host Committee Parade will take place in the heart of the French Quarter. The parade features SuperBowl-themed floats, marching bands, and local groups, celebrating New Orleans hosting its record-tying 11th SuperBowl.

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Tracee Dundas
Fashion Stylist

Photos provided by Retail Brands

Super Bowl outfits are a very real thing and taking them to a level of style and fashion is a fun challenge that every fashionista who's a big football fan is up for. When dressing for SuperBowl LIX fans of the Kansas City Chiefs and

Data Zone,
Continued on page 7.



Elegant Red Random Print
Pant Suit – StyleWe



Green Oversize sweater, paired with
green print crop style silk pants – Akris



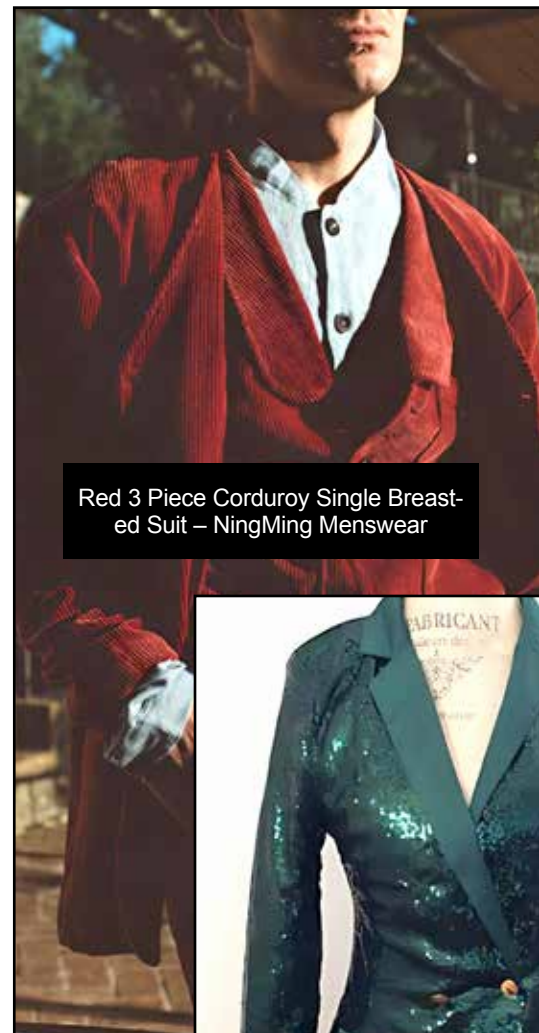
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Red 3 Piece Corduroy Single Breast-
ed Suit – NingMing Menswear



Green Sequin Blazer

Data Zone, Continued from page 6.

Philadelphia Eagles can take their game day outfits to the next level with stylish yet spirited looks.

For Chiefs fans, embrace the team's signature red, gold, and white with a chic red blazer over a graphic tee, paired with leather leggings and ankle boots. A bold red dress with gold accessories can also make a statement, while a cropped Chiefs hoodie with high-waisted jeans and sneakers offers a casual-cool vibe. Finish the look with gold hoops or a sleek red handbag for an elevated touch.

For Eagles fans, the classic green, black, and silver palette can be effortlessly stylish. A green oversized sweater with a black leather skirt and knee-high boots is both trendy and comfortable. Pair a varsity-style Eagles jacket with distressed jeans and sleek sneakers for a laid-back yet fashionable look. Layering silver jewelry or adding a metallic clutch can subtly nod to the team's colors while keeping the ensemble sophisticated.

For those that want to blend in their team's logo or mascot, think custom jerseys paired with trendy high-waisted jeans or a team-colored dress with sleek boots. Accessorizing with statement earrings, scarves, or a stylish cap can add a fashionable edge without losing the game day vibe. And for those who want to go all out, a color-blocked outfit that incorporates the team colors into your entire ensemble is a bold, stylish choice that screams game day spirit.

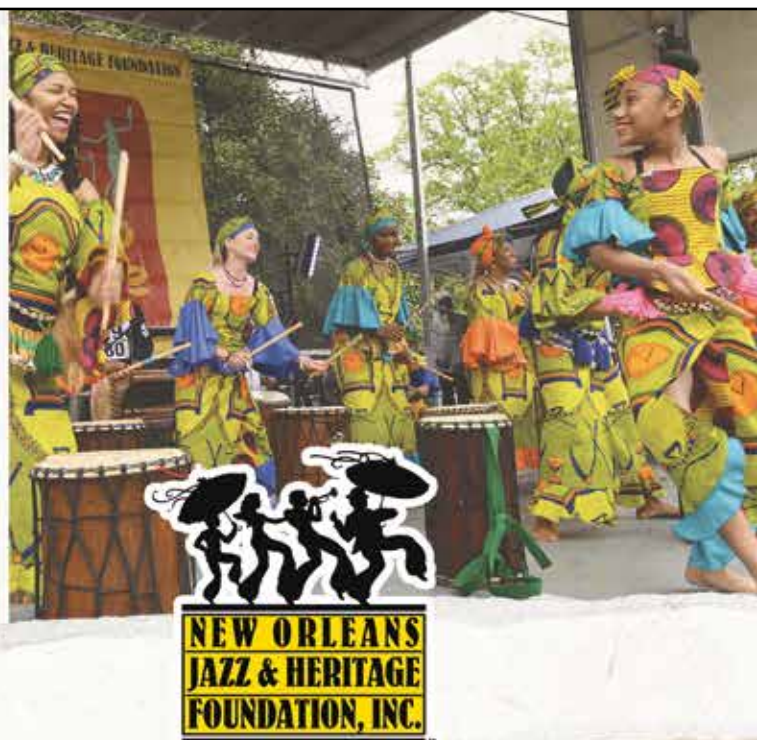
No matter which team you're rooting for, game day fashion is all about mixing team pride with personal style—so get creative, stay comfortable, and show up in a winning look!



Green Tweed Knee Length Coat, paired with Green Scarf and Green Leather Handbag – J. Crew



Turtleneck and Gold Puffer Coat: J. McLaughlin, Dress: Old Miu Miu



We Teach • We Build • We Celebrate

This Black History Month, the New Orleans Jazz & Heritage Foundation honors and celebrates the contributions of Black artists, musicians, and tradition bearers whose influence have shaped the cultural landscape of New Orleans, Louisiana, and the world. From the rhythms of Jazz to the melodic sounds of Zydeco and the spirited traditions of our festivals, the impact of Black culture is woven into the very fabric of our community. Black History is to be celebrated every day! We recognize and preserve an incredible legacy, ensuring that the voices of our past continue to inspire future generations.

www.jazzandheritage.org

Super Bowl LIX & Mardi Gras Security

What You Need to Know

Jeff Thomas
Blacksourcemedia.com

New Orleans is used to hosting big events, but this week, the stakes are higher than ever. With Super Bowl LIX bringing in over 100,000 tourists, and Mardi Gras Season already in motion, city officials are on high alert. The tragic New Year's Day attack, where a vehicle plowed into a Bourbon Street crowd, has forced officials to ramp up security like never before.

So, how safe will you be? Here's what to expect, what's changing, and what locals need to know.

Security Will Be Tighter Than Ever

Authorities are rolling out an unprecedented security plan, bringing in local police, state troopers, the FBI, Homeland Security, and pri-



vate security teams. The goal? Prevent another attack and keep Super Bowl festivities safe.

Expect to see:

- > More police and SWAT teams patrolling Bourbon Street, the French Quarter, and the Superdome area.

- > Random bag searches at key event locations.
- > K-9 units sniffing for explosives and weapons.
- > Undercover officers blending into the crowd.
- > Drones banned across the city.
- If you're heading downtown, assume you're on camera. Surveil-

lance is at an all-time high, with AI-powered security monitoring suspicious behavior, crowd flow, and possible threats.

Related: Terror Strikes New Orleans

Major Street Closures & Traffic Nightmares

If you live or work downtown, expect traffic headaches all week.

Key closures include:

- > Superdome Area: Starting Monday, Feb. 3rd, streets around the Caesars Superdome will begin shutting down. By Friday, Feb. 7th, access is extremely limited.
- > French Quarter: Expect closures near Bourbon, Decatur, and Royal Streets, with limited vehicle access from Feb. 6th – Feb. 9th.
- > Canal Street: Major sections closed near the Saenger Theatre

and major hotels.

- > Convention Center: Streets near the SuperBowl Fan Experience will face restrictions all week.

Pro Tip for Locals:

Use public transit or ride-sharing services.

Avoid driving downtown at all costs.

Plan ahead if you work in the area.

What You CAN'T Bring Downtown This Week

Authorities are strictly banning certain items in high-traffic areas:

- > Drones – If you own one, don't even think about flying it this week. If caught, expect fines and possibly arrested.

- > Large bags & backpacks – If you're heading to an event, pack

Special, Continued on page 9.

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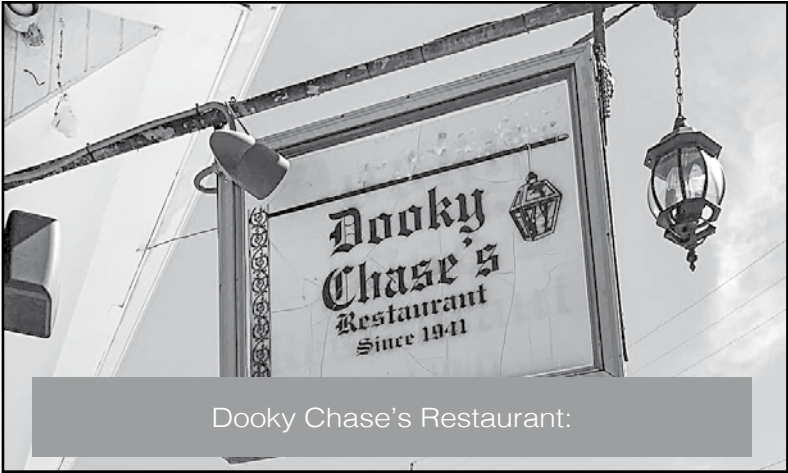
Fleur De Lis
Data News Weekly
Contributor

New Orleans boasts a rich tapestry of African American-owned establishments that have significantly contributed to the city's cultural and culinary landscape. Here's an overview of some notable venues:

Dooky Chase's Restaurant: Established in 1941, Dooky Chase's has been a cornerstone of Creole Cuisine and a pivotal meeting place during the Civil Rights Movement. Recently, the restaurant unveiled its renovated upstairs dining room, adorned with murals by local artists that pay homage to its historical significance. This space now serves both as a dining area and a tribute to its legacy.

Chapter IV: Helmed by Chef Dook, Chapter IV offers a modern take on classic Creole dishes, many inspired by recipes from his grandmother, the late Chef Leah Chase. The restaurant provides a contemporary dining experience while honoring its rich culinary heritage.

The Dew Drop Inn: In recent years, efforts have been made to restore and revive this historic landmark. Developer Curtis Doucette Jr., in collaboration with Painia's grandson, Kenneth Jackson, initiated a \$7.8 million project to renovate the Dew Drop Inn. The restoration aimed to honor its rich history while



Dooky Chase's Restaurant:

introducing modern amenities, including a boutique hotel, music venue, and pool club.

McKenna Museums: Dedicated to preserving African American art and history, the McKenna Museums offer a deep dive into the cultural contributions of Black artists. Their collections and exhibitions provide invaluable insights into the African American experience in New Orleans and beyond.

Stella Jones Art Gallery: This gallery is renowned for showcasing works by African American artists, both emerging and established. It serves as a platform for cultural expression and dialogue, enriching



Willie Mae's Scotch House

the city's vibrant art scene.

Vaucresson Sausage Company: A staple in New Orleans since 1899, Vaucresson Sausage Company has been celebrated for its Authentic Creole Sausages. The company continues to be a beloved fixture in the community, of-



Stella Jones Art Gallery

fering traditional flavors that have stood the test of time.

Willie Mae's Scotch House: Famed for its award-winning fried chicken, Willie Mae's Scotch House has been a culinary land-

mark since 1957. In November 2024, they expanded their legacy by opening a new location, Willie Mae's NOLA, at 898 Baronne Street in downtown New Orleans, bringing their signature flavors to a broader audience.

Morrow Steak: located at 1003 Julia Street in New Orleans, is a premier dining destination that redefines luxury with its exceptional steak offerings and sophisticated flavors. The restaurant skillfully blends opulence with innovation, creating a distinctive dining experience that captures the vibrant essence of New Orleans.

These establishments, among others, highlight the enduring influence and innovation of African American Entrepreneurs in New Orleans, offering residents and visitors alike a taste of the city's rich cultural heritage.

Special, Continued
from page 8.

- light.
- > Coolers & glass bottles – They'll be confiscated at security checkpoints.
 - > Weapons & fireworks – You already know. Don't try it.
- Bottom line: If you're heading out, travel light and prepare for security screenings.

Mardi Gras Continues—But Expect Changes

Locals' Tip:

If you want the real Mardi Gras Energy, wait until after Feb. 9th when the full parade schedule resumes.

Avoid Bourbon Street on SuperBowl Sunday unless you like shoulder-to-shoulder crowds of drunk tourists.

So, Is New Orleans Safe This Week?

The good news: The security plan is strong, detailed, and includes the highest level of coordination we've seen in years. Officials know New Orleans can't afford another security disaster.

The bad news: The NOPD is still short-staffed, and the mix of SuperBowl crowds + Mardi Gras energy + alcohol is unpredictable. The biggest risk isn't terrorism—it's drunk tourists making bad decisions.

For locals, expect some annoyances (longer waits, more checkpoints, and more tourists getting lost in your neighborhood). But if you plan ahead and stay alert, you can still enjoy the festivities safely.

Final Word: What You Should Do

- > Give yourself extra time if you're heading downtown.

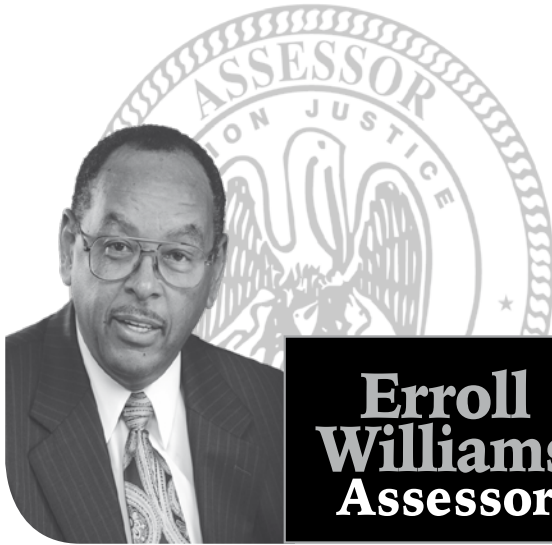


- > Use public transportation or ride sharing to avoid the nightmare of parking.
- > Follow the rules—don't bring banned items, don't fly drones, and don't get caught up in chaos.
- > If you see something, say something.

New Orleans is about to pull off one of the biggest logistical challenges in its history. Whether it's a success or a disaster depends on how well we all play along.

Stay smart, stay safe, and let's show the world how New Orleans does it.

CELEBRATING BLACK HISTORY MONTH



Erroll Williams
Assessor

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SuperBowl 2025 Showcases Stellar Musical Performances

Eric Connerly
Data News Weekly
Contributor

The upcoming Super Bowl LIX, scheduled for February 9, 2025, at the Caesars Superdome in New Orleans, promises a rich tapestry of musical performances, highlighting both national stars and local talent.

Halftime Show:

Kendrick Lamar, the acclaimed rapper and Pulitzer Prize winner, will headline the halftime show. This marks his first solo performance at the SuperBowl, having previously appeared as a guest in 2022. Joining him on stage will be SZA, with whom he is expected to perform their hit "All the Stars."

National Anthem:

Jon Batiste, a New Orleans native and Grammy-winning musician, will perform the National Anthem. Batiste is renowned for his versatility and deep roots in jazz and R&B.



Kendrick Lamar



Jon Batiste



Trombone Shorty

Additional Performances:

Trombone Shorty and Lauren Daigle are slated to perform "America the Beautiful," blending their

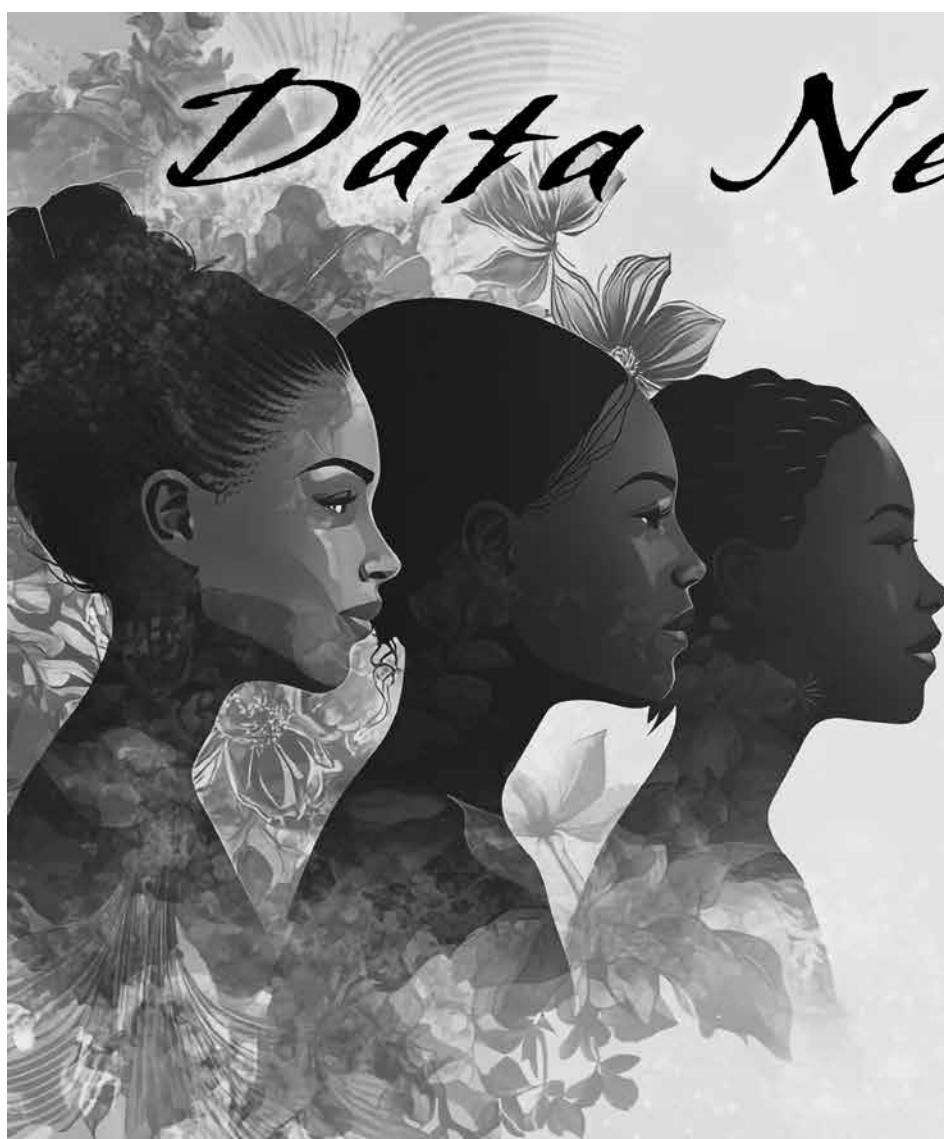
unique styles to honor the nation.

Ledisi will deliver a rendition of "Lift Every Voice and Sing," often referred to as the Black National

Anthem, adding depth to the pre-game ceremonies.

These performances not only showcase the diverse musical heri-

tage of New Orleans but also bring together a blend of genres and talents, making SuperBowl LIX a culturally rich event.



Data News Weekly

CELEBRATES

WOMEN'S HISTORY Month

Starting March 1st

Financial Expert:

Trump's Tariffs Could Bring Economic Pain to Black and Brown Communities

Stacy M. Brown
NNPA Newswire Senior
National Correspondent

President Donald Trump's sweeping tariffs on Canada, China, and Mexico—America's largest trading partners—have already begun to rattle markets and consumers. The policy, which imposes a 25 percent tax on all imports from Canada and Mexico and a 10 percent tariff on Chinese goods, is being framed as an aggressive move to curb migration, drug trafficking, and China's role in fentanyl production. However, the economic consequences are already being felt, with financial markets in turmoil and everyday Americans bracing for price hikes in critical sectors such as fuel, food, and automobiles.

Financial expert Allan Boomer, a seasoned Wall Street veteran with more than two decades of experience, discussed the economic fallout in an interview with the Black Press. Boomer, who spent years advising institutional clients and managing multi-million-dollar investment portfolios at Goldman Sachs before founding his firm Momentum Advisors, assessed the current financial landscape. "The markets are constantly moving," Boomer said. "The Dow was down a bunch earlier today, but it's already rebounding somewhat. Still, what the market is really bracing for is an all-out trade war."



ing for is an all-out trade war."

Boomer pointed to the deep economic ties between the United States and its neighboring trading partners. "Mexico and Canada each send more than 80 percent of their exports to the United States, and retaliatory tariffs from these countries could have severe consequences," he said. "The ultimate loser in this situation is the consumer. Ultimately, this results in higher prices." Gas prices in the Midwest have already risen by as much as 50 cents per gallon, as Canada and Mexico supply over 70 percent of crude oil imports to U.S. refineries. The auto industry is also seeing immediate effects, with tariffs threatening to add as much as \$3,000 to

the price of some vehicles. Meanwhile, grocery costs are expected to rise, as Mexico supplies more than 60 percent of America's vegetable imports and nearly half of its fruit and nut imports.

"We're going to feel this in Black and Brown communities," Boomer said. "Any community that spends money as a high percentage of their wealth—whether Black, white, or Latino—is going to be hit hard. But for Black and brown people, who statistically spend the most as a percentage of wealth, the impact is going to be severe." Boomer questioned the broader strategy behind Trump's trade policies, noting that while the administration touts these tar-

iffs to strengthen the U.S. economy, the reality may be different. "This is a president who said he would strengthen the United States at the expense of our partners," Boomer said. "But what you're seeing is that it's really at our own expense. We import a bunch of things—lumber, oil, tequila, avocados—and these tariffs have big knock-on effects in our economy on a day-to-day basis."

He also urged investors to be mindful of who is managing their money. "Am I investing in funds managed by diverse professionals or am I turning my money over to non-diverse money managers?" he asked. "These are things people should be paying attention to in this climate." National Urban League President Marc Morial addressed broader concerns about Trump's policies on federal assistance, which could leave millions of Americans without critical support, including food assistance, education funding, small-business grants, and VA benefits for veterans.

"This administration's reckless action has already stirred widespread chaos and may cause recessionary impacts such as increased poverty, job losses, and economic stagnation," Morial said. "This is not a blueprint to 'Make America Great Again.' This is not putting 'America First.' This is leaving millions of Americans behind."

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Compensation is competitive and great story ideas will be appreciated.

If you are interested, please email your resume and 3 writing samples to: terrybjones@bellsouth.net and datanewseditor@bellsouth.net.

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