

Hot, Hot, Hot

Cayenne ignites Ragin' Cajun® spirit

There's a new pepper in town. It's big. Eight feet tall, in fact. Wears size 25 shoes. • And it's *hot*, so hot that it's always on fire. • Cayenne, the Ragin' Cajun® Pepper, premiered as UL Lafayette's new spirit leader in January. It arrived at the Cajundome astride a Harley Davidson motorcycle during halftime at the Louisiana's Ragin' Cajuns® vs. North Texas basketball game. • "Students wanted something to ignite our school spirit and promote pride

on campus. Cayenne does that," said Princess Willis, president of UL Lafayette's Student Government Association.

The concept of a spicy spirit leader for all athletic teams was sparked by the Ragin' Cajuns' appearance at the NCAA basketball tournament last spring and was fueled by UL Lafayette's first trip to the NCAA College World Series in June.

"The University received an unbelievable response to its unique nickname — 'Ragin' Cajuns' — and its logos during the baseball team's excellent performance at the College World Series," said Julie Simon-Dronet, director of Public Relations and News Services. "The students and the administration thought it was impor-

tant to build on the responses we were getting. The Ragin' Cajun image is rapidly creating more national attention for our university and athletic teams."

Students wanted a spirit leader that is unique and playful.

They didn't have to look any further than the school's athletic logo, which combines a *fleur de lis* and the words "Ragin' Cajuns" in fiery letters. The apostrophe in "Ragin'" is a pepper in flames, a droll detail that says volumes about Ragin' Cajuns' sense of fun.

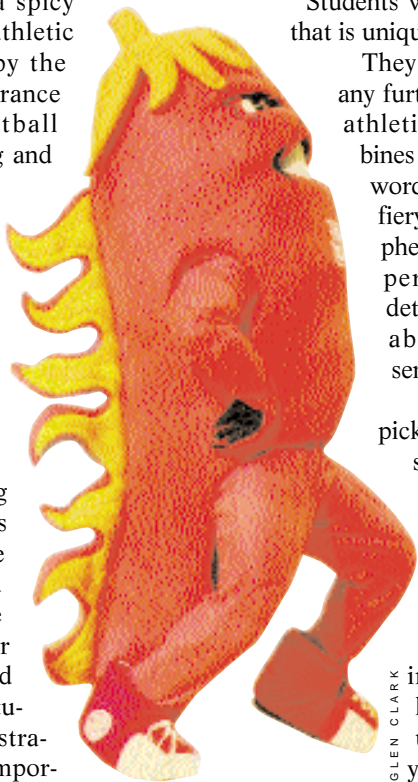
So, the students picked the pepper, so to speak, and held a "name the pepper" contest on campus. "Cayenne" was the winner.

"Cayenne represents a unique image the university has continually built upon throughout the years," said John Mou-

ton, president of the Union Program Council. "It reflects our hot and spicy way of life."

Cayenne, according to Simon-Dronet, is a non-traditional spirit leader for a non-traditional university.

"That pepper on fire has created an 'out-of-the-box' look that manufacturers and retailers love to promote. In fact, the pepper on fire mark produced our first line of products to go national.



GLEN CLARK



You can buy a Ragin' Cajun hat at any LIDS store in the nation because of the popularity of the pepper on fire. And that's only the beginning," she said.

Cayenne is not a mascot and does not replace any characters who represented the university throughout its 100-year history, including a bulldog.

"Cayenne embodies the Ragin' Cajun spirit of Acadiana. We needed a spirit leader that kids can hug. We needed a spirit leader that can represent Louisiana's Ragin' Cajuns to a national audience," Simon-Dronet said.

She noted that UL Lafayette players and fans who attended the College



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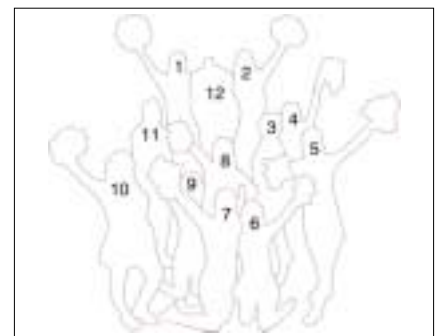
JOHN MOUTON, UNION PROGRAM COUNCIL PRESIDENT

World Series in Omaha, Neb., were frequently asked, “What’s a Ragin’ Cajun?”

“A Ragin’ Cajun is not a person or an animal,” she said. “It’s a feeling that describes our unique way of life. It

describes our hot and spicy food and unique music. Cayenne is the same.

“This spirit leader represents everyone and embodies all of what the Ragin’ Cajuns are. . .hot, exciting and on the move.”



- | | |
|---------------------|------------------------|
| 1. Kelly Rhodes | 7. Erin Brasseaux |
| 2. Stacy LeBlanc | 8. Denise Dickenson |
| 3. Brooke Latiolais | 9. Lindsay Rogers |
| 4. Ann Lambert | 10. Danielle Pellegrin |
| 5. Chrissi Coile | 11. Daniel Bourgeois |
| 6. Jamie Aycock | 12. Cayenne |

Super Bowl Superstar

Ravens' Cajun steals the show

One sportswriter described former Ragin' Cajun® Brandon Stokley as an “improbable” Super Bowl hero. • But there are plenty of people who would probably disagree, such as Stokley’s Baltimore Ravens teammates and coaches, or anyone who has watched him play over the years, first as a senior at Comeaux High and then at USL (now UL Lafayette.)

“I think my teammates and my coaches knew what I could do,” Stokley said, in an interview during a trip home to Lafayette after the Ravens’ 34-7 victory over the New York Giants in Super Bowl XXXV.

In that game, he caught a 38-yard touchdown pass from quarterback Trent Dilfer that put the first numbers on the scoreboard. He was widely acknowledged as the spark that ignited the Ravens. His Super Bowl performance capped his second season in the NFL.

Stokley had accumulated some impressive statistics by the time he was drafted by Baltimore in the fourth round in 1999.

For example, he led the state in receiving for the one year that he played football in high school.

At UL Lafayette, where his dad Nelson Stokley was head coach, he set an NCAA record for freshmen, with 75 catches.

And, Stokley was one of the first players in NCAA Division 1-A to average 100 yards per game in a four-year career. But he achieved that feat in only three seasons; a knee injury kept him sidelined most of his junior year.

In his first pro game, Stokley’s first catch for the Ravens netted a 28-

yard touchdown in the season opener. He didn’t play again and his rookie year ended with a dislocated shoulder.

Stokley didn’t play the first nine games of his second year. In Game No. 10, the second catch of his pro

career—a 14-yard touchdown—halted the Ravens’ five-game losing streak and put the team back on a path to the National Championship game.

During the Super Bowl, catching a perfectly thrown pass didn’t seem like a big deal to Stokley.

“To me, it was a touchdown. I was just out there trying to help the team win. That’s all it was, a touchdown, seven points on the board,” he said.

By early March, Stokley was becoming more accustomed to the realization that, at age 24, he has already reached what is considered to be the pinnacle of professional football.

“It’s slowly sinking in,” he said. “It’s kind of overwhelming, still.”



Baltimore Ravens receiver Brandon Stokley snags the first touchdown pass in a 34-7 victory against the New York Giants in Super Bowl XXXV. This photo of the former Ragin' Cajun® was splashed across sports pages of newspapers around the nation.

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