The Portland Observer Black History Month

February 13, 2013



Carpet & Upholstery Cleaning **Residential & Commercial Services Minimum Service CHG.** \$45.00 A small distance/travel charge may be applied

CARPET CLEANING 2 Cleaning Areas or more \$30.00 Each Area

Pre-Spray Traffic Areas (Includes: 1 small Hallway)

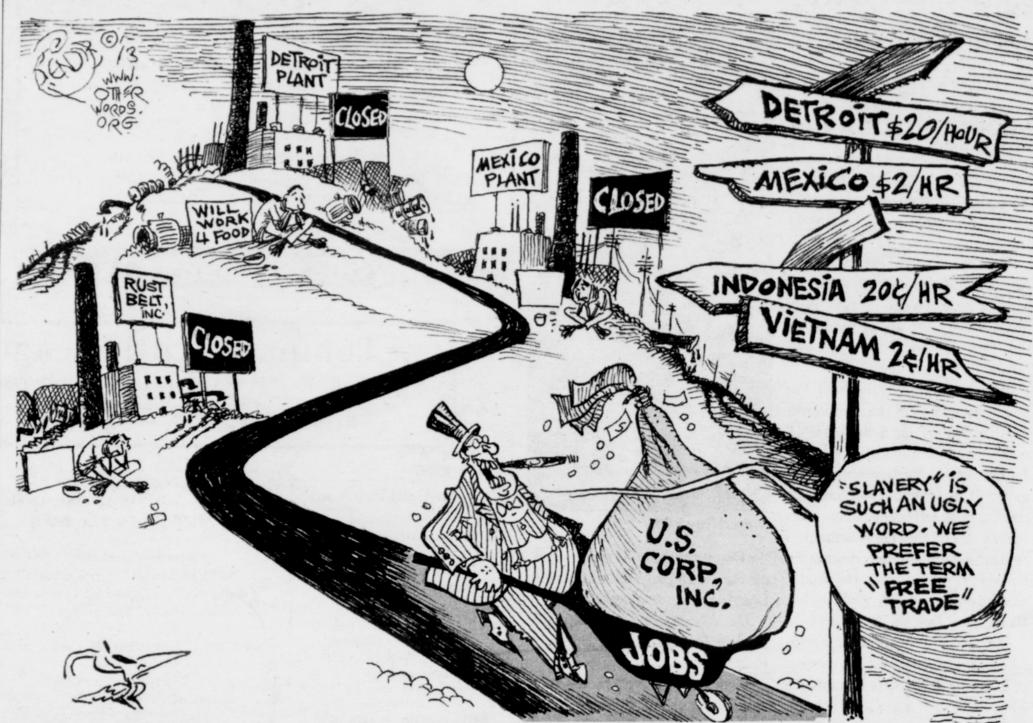
1 Cleaning Area (only) \$40.00 Includes Pre-Spray Traffic Area (Hallway Extra)

Stairs (12-16 stairs - With Other Services): \$25.00

Area/Oriental Rugs: \$25.00 Minimum Area/Oriental Rugs (Wool): \$40.00 Minimum

Heavily Soiled Area: Additional \$10.00 each area (Requiring Extensive Pre-Spraying)

OPINION



Unshakable Resilience for Comeback City

A shining spotlight on the people of New Orleans

BY MARC MORIAL While more than 100 million people watched the Super

Mitch Landrieu hosted the Super But the real stars of Super Bowl XLVII were the people of New Orleans, their unshakeable resilience and their unrivalled celebration of diversity through the city's rich gumbo of culture and music.

under the leadership of Mayor niably on the march in New Orleans. Employment is up. School reform

Bowl for the 10th time, a league- is showing positive results. And leading record it shares with Miami. according to the U.S. Census Bu-

tional and recreational safe haven for at-risk youth, which opened in 2000 with a million dollar grant from the NFL.

There were many human-interest stories connected to this year's big

<u>UPHOLSTERY</u> **CLEANING** Sofa: \$69.00 Loveseat: \$49.00 Sectional: \$109 - \$139 Chair or Recliner: \$25 - \$49 Throw Pillows (With Other Services): \$5.00

ADDITIONAL **SERVICES**

 Area & Oriental Rug Cleaning

- Auto/Boat/RV Cleaning
- Deodorizing & Pet

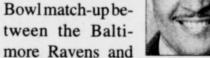
Odor Treatment

Spot & Stain

Removal Service Scotchguard Protection

 Minor Water Damage Services

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San Francisco 49ers, I was just as riveted by the remarkable performance of this year's Super Bowl host city, my hometown of New Orleans.

Only seven years after the devastation of Hurricane Katrina, and two years after the worst oil spill in

Email:

The city's recovery has not fully made it over the goal line, as evidenced by persistent pockets of extreme poverty and hurricane damage still prevalent in the city's Lower American history, New Orleans Ninth Ward, but progress is unde-

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reau, New Orleans was America's fastest growing big city between 2010 and 2011. This year's Super Bowl boosted the economy of the city and state by an estimated \$430 million. And through the efforts of the NFL's Emerging Business Program, some 275 local minority and women-owned businesses got a piece of the action.

The NFL and New Orleans also teamed up to showcase their shared commitment to ensuring that the city's recovery leaves no one behind. On the Friday before the big game, the NFL and a non-profit group called Rebuilding Together, organized NFL players and other volunteers to renovate 10 homes for veterans, teachers and other community residents who have been struggling to rebuild since Katrina.

The National Urban League of Greater New Orleans Young Professionals, the city's host committee, and others participated in the NFL's annual Super Saturday of Service. This year, volunteers helped renovate a number of local playgrounds and facilities, including the city's Youth Education Town, (YET Center), the South Broad Street educa-

game, including the fact that the two head coaches, John and Jim Harbaugh, became the first brothers to coach against each other in a Super Bowl.

Ray Lewis played his last game after 17 stellar seasons with the Baltimore Ravens. And 49ers quarterback, Colin Kaepernick, became only the fourth African American quarterback to start a Super Bowl (Doug Williams, Steve McNair and Donovan McNabb were the others).

But for me, the star of the game was New Orleans where the American Dream is always the real grand marshal of the city's endless procession of carnivals, parades and Super Bowls. While the NFL and New Orleans continue to display a measure of diversity neither complete nor perfect, America should look to their example and strive to emulate their "Super" efforts.

By the way, congratulations to the winners of Super Bowl XLVII, the Baltimore Ravens, who won by a score of 34-31.

Marc Morial is president and chief executive officer of the National Urban League.