Duke’s transformational facilities project will strengthen our athletics programs, draw top talent to our campus, and create the game-day experience that student-athletes and fans deserve.

Duke Athletics is a pillar of institutional prestige with a long trajectory of success. To build on this history and recruit the most gifted student-athletes and coaches, we must upgrade our primary athletics facilities.

The economic reality of Division I athletics means that we cannot rely on a few programs. We must pursue excellence across the board. To close the competitive gap, Duke is embarking on a major athletics facilities upgrade that will enable us to build a successful football program and improve facilities for other sports. We will also create a more exciting game-day experience for student-athletes and fans, enhancing our ability to serve as a major point of pride and connection for the entire Duke community.

Generations of generous donors have helped make Duke and the Blue Devils familiar names across the globe. As Duke moves forward, we are counting on the continued support of fans and friends to help us compete and win in the years to come.
Closing the Competitive Gap

James B. Duke wanted his new university to boast of a hospital and “a good football team.” In fact, the first facility to go into operation on West Campus was not the chapel or even the hospital, but a new football stadium.

The first game was played in 1929. Duke later lured Wallace Wade from Alabama, leading to the great teams of the 1940s and 1950s, and two Rose Bowls. (Cameron Indoor Stadium was actually built with revenues from the 1939 Rose Bowl.) By the early 1950s, Duke was so powerful in football that it led the way in creating an incredibly successful new conference—the ACC—to showcase the abundant talent in a rising region.

Today, our challenge at Duke Athletics is to position Duke to rebuild a successful football program and to protect a great basketball program. We must provide state-of-the-art facilities in more sports if we are to give a competitive advantage to our current student-athletes, coaches, and fans. We must also equip our coaches with the tools for recruiting the finest academic and athletic talent to be future Blue Devils. Our success around the nation and within our conference will depend in large part on the quality of the facilities we can provide.

During the university’s comprehensive campaign, we hope to transform the heart of our athletics complex—without altering the “indoor” of Cameron Indoor—and to make the Blue Devil experience even more exciting for players, our student body, and all of our fans. Naming opportunities are available for donors whose support of Duke’s 26 varsity sports helps us move our athletics programs forward.

“When we’re finished with Wallace Wade, it will not only be a premier facility for our football team but also an incredible gathering place for Duke students, fans, and alumni.”

Coach David Cutcliffe
**THE FUTURE OF WALLACE WADE STADIUM**

There is a broadly felt desire on campus to “raise the bar” of Duke’s football program. We now have the opportunity to enhance the overall fan experience while realizing the revenue-generating potential of Wallace Wade Stadium.

Competitive pressures also are at work. The recent realignments in NCAA Division I football conferences have spurred all of the member schools’ athletics programs—including those in the ACC—to make improvements to stay ahead of the game. Without a doubt, over the long term, we must build and maintain a successful football program if Duke is to remain nationally competitive and realize the full benefits of intercollegiate competition.

The renovation project calls for dramatic entries and a sharper identity for the stadium. The grand entrance will be fully enclosed. Removing the track will enable designers to create a seating bowl with a sense of intimacy reminiscent of Cameron. Completing the south bowl will increase seating capacity to nearly 44,000. New and updated amenities will enhance the Duke football experience for all fans.

**PROJECT HIGHLIGHTS:**
- Expanded seating capacity
- Dramatic entryways and a sense of identity for the stadium
- An intimate seating bowl
- Premium seating: 700+ club seats, 20+ suites, and 20+ loges
- New concessions and restrooms
- Improved access

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**THE FUTURE OF CAMERON INDOOR STADIUM**

*Sports Illustrated* once ranked Cameron Indoor above Wrigley Field and Pebble Beach Golf Links among the top 20 sports venues in the world—no doubt reflecting the intimate atmosphere and the frenzied antics of “Cameron Crazies.” Cameron is truly the “classic” gymnasium so rare in today’s mega-stadium world.

The plan for Cameron will bring expanded and modern amenities to our historic basketball venue while maintaining the intimate atmosphere that fans love. A new entry will be the principal feature of a two-story addition that also will provide new space for events and fan amenities.

**PROJECT HIGHLIGHTS:**
- New welcome lobby
- New “special access” club
- New Legacy Room
- New bunker suites
- New locker rooms and player/coach facilities
- New public restrooms

“To be sure, this is a transformational moment in the history of Duke Athletics.”

Kevin M. White
Vice President and Director of Athletics
A WORLD-CLASS TRACK STADIUM

It might be easy to overlook track and field in the context of a vision for enhancing the primary basketball and football facilities, but that would be an unforgivable oversight. Excellence means making sure that all needs are tended to and promising opportunities are pursued.

Our facilities project will create a dedicated track and field complex northwest of Wallace Wade, further concentrating our major athletics complexes. No longer will our track and field student-athletes have to vie for space with the football program; they will have a world-class facility created specifically for the events in which they compete. Others who have become accustomed to using the facility will have greater access than was possible at Wallace Wade.

PROJECT HIGHLIGHTS:

› New track
› New infield with sport-specific throwing lines
› New grandstands clad in Duke brick
› New press box
› New and expanded practice areas and intramural facilities

PAVILION AND ATHLETICS CENTER AND BLUE DEVIL PEDESTRIAN PLAZA

On today’s campus, the Murray Building serves a hodgepodge of needs. While adjacent to Wallace Wade, it lacks real connectedness to other elements of the physical setting.

Our renovation effort will create a centerpiece for Duke Athletics in the form of a Blue Devil Pedestrian Plaza that will physically connect Wallace Wade, Cameron Indoor, and our Olympic sports venues. The plaza will be a hub of activity for student-athletes and fans, while the Murray Building will gain a new prominence with the construction of a new attached pavilion and athletics center.

The addition will dramatically increase the size of our weight training and physical training areas. It will also provide a new ticket office, team store, and an essential increase in administrative space.

PROJECT HIGHLIGHTS:

› New three-level addition
› New Olympic sports weight room
› New and improved training room
› New team locker room
› New ticket office with greater accessibility for our fans
› New team store
› New pedestrian plaza

Iron Dukes Priority Points

We look forward to thanking you for your campaign gift. Donors may receive Iron Dukes Priority Points for basketball and football tickets and seating based on the level of their Iron Dukes annual fund gifts and cumulative giving. Our benefits program is explained in detail online at irondukes.net.