



For Immediate Release  
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**STATE FARM BAYOU CLASSIC® ...MORE THAN A GAME**  
**A FULL SLATE OF EVENTS SCHEDULED BEGINNING NOVEMBER 27, 2009**  
*Celebrate the History of Black College Football in New Orleans over Thanksgiving Weekend*

**New Orleans, LA** – The State Farm Bayou Classic® is almost here, and a full slate of events is scheduled beginning November 27 in the great city of New Orleans. One of the most celebrated events in the country, the State Farm Bayou Classic® commemorates historically black colleges and universities, academic achievement, tradition, sportsmanship, marching bands, and friendly competition.

On Friday, November 27 the weekend begins with the annual State Farm Bayou Classic® community event, the KaBOOM! playground build. This year, the event will take place at the Mary D. Coghill School in New Orleans from 8:30am – 2:30pm. KaBoom! is a national non-profit that envisions a great place to play within walking distance for every child in North America. Since 1995, KaBOOM! has used its innovative community-build model to bring together business and community interests to construct more than 1,600 new playgrounds, skate parks, sports fields, and ice rinks.

Also on Friday, November 27 is the State Farm Bayou Classic® Super Job and College Fair. The event is free of charge, and is designed for individuals actively seeking employment and for prospective students. Employers at the Super Job and College Fair will be looking for top-quality talent to fill positions within their companies. High school, college, and non-traditional students will have the opportunity to discuss undergraduate and graduate programs with school admissions personnel.

Friday's final event will be one for the ages as the Nerjyzed Entertainment Battle of the Bands and Greek Show takes to the New Orleans Superdome to rock the crowd. Once again the event will showcase bands, fraternities, and sororities from Southern University and Grambling State University in one of the fiercest competitions in the country.

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## 2009 SFBC Schedule of Events

### Page 2

Saturday, November 28 will begin with the Fan Festival on the grounds of the Louisiana Superdome. Rain or shine, this interactive fan experience will take place from 10:00am – 6:00pm. The Fan Festival will feature live entertainment (to be announced), games, vendors, and giveaways.

The culmination of the weekend, and the main event, is the State Farm Bayou Classic® which kicks off at 1:00pm central time on November 28. In its 36<sup>th</sup> year, the matchup between Southern and Grambling is always one to remember and this year will be no different. This is the only historically black college football game televised live nationally on NBC. Tickets for the State Farm Bayou Classic® range from \$15 - \$50. Tickets for the Nerjzed Entertainment Battle of the Bands and Greek Step Show are \$15 in advance and \$20 at the door. All tickets can be purchased by calling Ticketmaster at 800-745-3000, online at [www.ticketmaster.com](http://www.ticketmaster.com) or at the Southern University and Grambling State University Box Offices.

For additional information, current updates and hotel information please visit the website, [www.statefarmbayouclassic.com](http://www.statefarmbayouclassic.com) or contact The Bickerstaff Group at 202-363-2375 or [tickets@statefarmbayouclassic.com](mailto:tickets@statefarmbayouclassic.com).

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