

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Mayor Strickland dedicates Fred Jones Way in honor of Southern Heritage Classic Founder

WHAT: Mayor Jim Strickland and the City of Memphis are proud to honor Fred Jones and the Southern Heritage Classic by recognizing his contributions and achievements with the naming of Fred Jones Way. This is a special day and the community is invited to come out on **Monday, September 9** at **10 a.m.** to celebrate the street naming ceremony.

The 30th **Southern Heritage Classic** keeps growing and is scheduled to kick off during the week of September 11–15, 2019. The Classic also has an economic impact on Memphis that generates \$21 million for the local Memphis economy.

WHEN: **Monday, September 9, 2019 at 10 a.m.**

WHERE: 2485 Raymond Skinner Drive near the Liberty Bowl Stadium

About the Southern Heritage Classic

The 30th Southern Heritage Classic began in 1990 as a way to give top teams from Historically Black Colleges and Universities (HBCUs) an opportunity to showcase themselves on a big stage. Sponsored by FedEx, the game is held in September at the start of the college football season at the historic Liberty Bowl Memorial Stadium. It is one of the premier Memphis events and a signature Memphis football game that brings fans from all over town and beyond.

Mayor Jim Strickland

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