



**FOR IMMEDIATE RELEASE: Monday, June 6, 2016**

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## **27<sup>th</sup> Southern Heritage Classic** *September 8 – 10, 2016*

(Memphis, TN) – Tickets for the 27<sup>th</sup> Southern Heritage Classic presented by FedEx will go on sale Friday, June 10<sup>th</sup> at 10 a.m. More than 50,000 fans are expected to gather in the Bluff City, September 8<sup>th</sup>–10<sup>th</sup>, for an array of highly-anticipated and fun-filled events that include two star-studded concerts, a parade, a fashion show, a golf tournament, tailgating and the exciting football game between rivals Jackson State University (JSU) and Tennessee State University (TSU) and much more. Tickets can be purchased at all Ticketmaster outlets and online at [www.ticketmaster.com](http://www.ticketmaster.com).

The 2016 theme is “The Fun Never Stops” and each year SHC has proven that to be true with three days of activities for all ages. Southern Heritage Classic Founder Fred Jones is optimistic that this will be another great year and he encourages everyone to get their tickets early. “We hope to repeat the nice weather of last year and bring out even more fans. The Classic is dedicated to presenting quality events that allow people to enjoy themselves while supporting these two wonderful universities and the local economy. It’s not uncommon for some of the events to sell out so the earlier individuals purchase their tickets the better,” said Jones.

### **THE MAIN EVENTS**

The Southern Heritage Classic is known for bringing classic and well-loved performers. The Classic Concert is Thursday, September 8<sup>th</sup> at 8 p.m. Everyone is invited to enjoy an evening at the Orpheum Theatre and groove to the sounds of Grammy-Award winning songstress Stephanie Mills and versatile entertainer and comedian Jammin Jay Lamont. Then join SHC again September 9<sup>th</sup> at the Landers Center at 8 p.m., for the Classic Music Festival “All White Friday”. Attendees are encourage to don their best all white attire and come sing along and get happy feelings during a soulful performance by MAZE featuring Frankie Beverly. Also performing is popular R&B artist KEM and Jammin Jay Lamont is the host. Saturday, September 10<sup>th</sup>, the Liberty Bowl Memorial Stadium parking lot, Tiger Lane and Tobey Park will become home to one of the largest

tailgating experiences in the Mid-South. Massive amounts of food, fun and fellowship can always be found as well as great giveaways and prizes from the Classic sponsors. Then, there's the big game at 6 p.m. with JSU facing off against TSU and the exciting half-time show when JSU's Sonic Boom of the South and TSU's Aristocrat of Bands strut their stuff. The evening will come to a close with the Classic 5th Quarter grand finale featuring a spirited battle of the bands.

For those in need of a place to stay, the 2016 host hotel is the [Sheraton Memphis Downtown](#). For a listing of other suggested hotels, visit [www.southernheritageclassic.com/events/hotels](http://www.southernheritageclassic.com/events/hotels). Attendees are encouraged to take advantage of their special SHC rates.

The mission of the Southern Heritage Classic is to provide an annual cultural celebration as the premier sports and entertainment event in Memphis, helping to create a strong economic impact and promote higher education. Each year, the teams' participation allows them to earn dollars to continue to support their long-standing institutions of higher learning. Since the Classic began in 1990, JSU and TSU have earned more than \$10 million collectively. Students, alumni and fans see the importance of the Classic and don't mind coming year after year to support the event while enjoying themselves. It's also become a welcomed tradition for many people who make the Classic a part of their family reunion, class reunions and other important gatherings. Additionally, the Classic brings tourism dollars to Memphis. A 2014 study, conducted by the University of Memphis, revealed that each year \$21 million is pumped into the local economy.

This annual cultural celebration wouldn't be possible without the sponsors. SHC is proud to welcome back presenting sponsor FedEx and major sponsors AutoZone, Allstate Insurance, Nike, Carrier Corporation, Tennessee Governor's Highway Safety Office and Coors Light.

Jones considers it a blessing to be able to host such a wonderful event each year. "I don't take the success the Classic has had lightly. Jackson State and Tennessee State are wonderful schools to work with and we are all grateful for the dedicated individuals who return to Memphis year after year and bring new friends with them. I appreciate their support," he said.

For more information, visit [www.southernheritageclassic.com](http://www.southernheritageclassic.com) or call the SMC Entertainment office at (901) 398-6655 or 1-800-332-1991.

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## 27<sup>th</sup> Southern Heritage Classic Events Calendar

### Thursday, September 8

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**Classic Tailgate:** 10 a.m., Liberty Bowl Memorial Stadium parking lot and Tobey Park. **Friends, Football and Food.** Premium Tiger Lane, RV and tailgating packages are available at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000. For more information, call (901) 729-4344.

**Classic VIP Party:** 5 p.m., The Halloran Centre. Music by Trio Plus. **Invitation only.**

**Classic Concert:** 8 p.m. Orpheum Theatre. Enjoy a Classic performance by Stephanie Mills with Jammin Jay Lamont. Tickets: \$65 and \$55 plus service charges. All seats reserved. Tickets available at Ticketmaster outlets, Orpheum Theatre Box Office or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000.

### Friday, September 9

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**Classic College Fair:** 9 a.m., Pipkin Building at Tiger Lane/Fairgrounds. Presented by the City of Memphis Office of Youth Services. Regional college and university representatives will be available to provide information about attending college. For information and a list of participating schools, call (901) 636-6264 or online at [www.cityofmemphisyouth.org](http://www.cityofmemphisyouth.org). **Free admission.**

**Classic Tailgate:** 10 a.m., Liberty Bowl Memorial Stadium parking lot and Tobey Park. **Friends, Football and Food.** Premium Tiger Lane, RV and tailgating packages are available at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000. For more information, call (901) 729-4344.

**Nike Classic Coaches Luncheon:** Noon, Sheraton Memphis Downtown/Heritage Ballroom. A Classic salute to JSU head football coach **Tony Hughes** and TSU head football coach **Rod Reed**. **Invitation only.**

**Classic Music Festival:** 8 p.m., Landers Center. Enjoy Classic performances by MAZE featuring Frankie Beverly and KEM. Hosted by Jammin Jay Lamont. Tickets: \$95, \$85, \$65 plus service charges. All seats reserved. Tickets available at Ticketmaster outlets, Landers Center Box Office or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000.

## Saturday, September 10

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**Classic Tailgate:** 8 a.m., Liberty Bowl Memorial Stadium parking lot and Tobey Park. **Friends, Football and Food.** Premium Tiger Lane, RV and tailgating packages are available at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000. For more information, call (901) 729-4344.

**Ed “Too Tall” Jones Golf Classic:** 8 a.m., Tunica National Golf & Tennis \$150 per person, includes green fee and 1/2 cart. [CLICK HERE](#) for the registration form. For more information, call (901) 398-6655.

**Classic Parade:** 9 a.m., Presented by the Orange Mound Parade Committee as a salute to the Southern Heritage Classic. The parade route is along Park Avenue from Haynes to Airways featuring area high school marching bands. For information, contact Claudette Boyd at (901) 413-7109 or online at [www.orangemound.vze.com](http://www.orangemound.vze.com).

**Classic Battle of the Bands:** 10 a.m., Whitehaven High School Stadium. The competition will feature the best high school show bands in the region with show-stopping dance routines. Tickets: \$10 plus service charges. Tickets available at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000. For tickets and information, contact Andre Newsom at [anewsom01@yahoo.com](mailto:anewsom01@yahoo.com) or (901) 230-6973 or Walter Banks Jr. at [walterbanksjr@aol.com](mailto:walterbanksjr@aol.com).

**Classic Fashions & Brunch:** 11 a.m., Holiday Inn University of Memphis. **Bedazzled: Bold and Beautiful** presented by the National Coalition of 100 Black Women-Memphis Chapter. Tickets: \$50. For tickets and information, contact Bettye Boone at (901) 831-8739.

**Southern Heritage Classic Football Game:** 6 p.m., [Liberty Bowl Memorial Stadium](#). A great football rivalry featuring **JACKSON STATE UNIVERSITY** and **TENNESSEE STATE UNIVERSITY**. Tickets: \$50, \$35 and \$20 plus service charges. All seats reserved. Tickets available at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call 1-800-745-3000.

**AutoZone Halftime Show:** Featuring **JSU’s Sonic Boom of the South** and **TSU’s Aristocrat of Bands**

**Classic 5th Quarter:** A grand finale for the Southern Heritage Classic football game featuring a battle of the bands.

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