

For Immediate News Release
(901) 398-6655

“Classic Saturday” Now Second Saturday in September

MEMPHIS, Tenn. – March 4, 2008 – The annual Southern Heritage Classic football game has been scheduled for the second Saturday in September each year from 2008 through 2015. Designating every second Saturday of September as “Classic Saturday” is convenient for fans, players, and sponsors.

Fred Jones Jr., founder of the Southern Heritage Classic presented by FedEx, comments, “Many people plan annual vacations and family reunions around the Southern Heritage Classic football game and other Classic weekend events. Knowing that the game will be held on the second Saturday of September for at least the next eight years will definitely make it easier for them to plan ahead.”

Classic Saturdays are:

Sept. 13, 2008	Sept. 8, 2012
Sept. 12, 2009	Sept. 14, 2013
Sept. 11, 2010	Sept. 13, 2014
Sept. 10, 2011	Sept. 12, 2015

This year, the 19th for the Southern Heritage Classic, features long-running rivals Jackson State University and Tennessee State University and will be held at the Liberty Bowl Stadium. The Classic will donate \$285,000 to each university to fund educational activities. Tickets to the game and other Classic events will go on sale July 11, 2008 at Ticketmaster outlets and www.ticketmaster.com.

About the Southern Heritage Classic

Established in 1990, the Southern Heritage Classic was founded by Fred Jones Jr., a veteran of the national entertainment industry and owner/limited partner of the NBA’s Memphis Grizzlies. The Southern Heritage Classic is the premier sports and entertainment event in Memphis and is produced by SMC Entertainment. For more information about the Southern Heritage Classic, visit online at www.southernheritageclassic.com.

Summitt Management Corp. • Southern Heritage Classic • Event Management
4466 Elvis Presley Blvd. • Suite 248 • Memphis, TN 38116 • (901)398-6655 • Fax (901)398-2448
Email: smc@smcentertainment.net • www.southernheritageclassic.com