



MEMPHIS CITY COUNCIL Resolution

WHEREAS, on Saturday, September 13, 2008, the Liberty Bowl Memorial Stadium was filled with almost 51,000 football fans for the **Southern Heritage Classic presented by FedEx**, which pitted Jackson State University against Tennessee State University; and

WHEREAS, an eagerly awaited annual event, the **Southern Heritage Classic** has long surpassed a simple football game; the **Classic** brings tens of thousands of fans to the Memphis area, was available to 54.7 million cable and satellite subscribers on a host of sports networks including SportSouth, and was, for the first time this year, also available on American Forces Network (AFN) to a potential audience of one million United States military personnel around the world in 175 countries and U.S. territories and ships at sea; and

WHEREAS, the 19th Annual **Southern Heritage Classic** celebratory events began on Thursday, September 11, 2008, and filled the city with thousands of visitors for a series of weekend events including the Classic VIP Party, Classic Community Health Fair, NIKE Classic Coaches Luncheon, Classic R & B Concert starring Maze and featuring Frankie Beverly, Classic Mixer, Classic Tailgate, Ed "Too Tall" Jones Golf Classic, Classic Parade, Classic Fashions & Brunch, TYSON Classic Battle of the Bands, Classic 5th Quarter and the Classic After Party; and

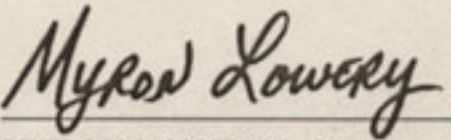
WHEREAS, since 1990 the **Southern Heritage Classic** has been a tremendous asset to our community both economically and charitably and the participating schools have received a total of \$6,175,000 for funding educational activities and expenses; the **Classic** sponsored community health fair offered free screenings and health information and, since its inception, more than 900,556 people have attended the **Classic** football games at the Liberty Bowl Memorial Stadium with immeasurable impact on our economy.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMPHIS CITY COUNCIL that the momentous incontestable exposure for the City of Memphis and our citizens that has been generated over the last 19 years by the **Southern Heritage Classic** be recognized and appreciated as an irreplaceable asset to our city.

BE IT FURTHER RESOLVED that **Fred Jones Jr.**, founder and producer of the **Southern Heritage Classic presented by FedEx**, is deserving of our highest recognition and praise for his incredible vision, community involvement, loyalty and service to the City of Memphis.



Adopted: October 7, 2008.


MYRON LOWERY, Chairman
Memphis City Council