



FOR IMMEDIATE RELEASE

November 22, 2021

Thanksgiving Weekend in New Orleans Goes to the Tigers and Jaguars

Schedule of Events for the 48th Annual Bayou Classic, Presented by Procter & Gamble

NEW ORLEANS –The Bayou Classic returns to New Orleans for its 48th year with its series of fan and family-friendly events throughout the Thanksgiving holiday and weekend. Each year, this weekend of events brings together family, friends and alumni of Southern University and Grambling State University to see one of America’s greatest college sports rivalries and celebrate football, family and the traditions surrounding Historically Black Colleges and Universities.

The 48th Annual Bayou Classic is presented by Procter & Gamble and its brands, including Crest®, Febreze®, Gain Hand Dish Soap, Gain In-Wash Scent Boosters, Microban 24®, Old Spice®, Head & Shoulders Royal Oils and Pantene®.

“We welcome fans, families, alumni and visitors to return to New Orleans and the Caesars Superdome to experience the best of the classics at this year’s 48th celebration of the Number One HBCU Classic in the nation,” says Dottie Belletto, President and CEO of New Orleans Convention Company, Inc. (NOCCI), the management firm of the Bayou Classic.

HIGHLIGHTS IN 2021

Business at Bayou: A new event at Bayou Classic – Business at Bayou: A Black Small Business Showcase will provide African American-owned small and emerging businesses with the opportunity to promote their products and services to grow their business.

Crescent City All-Star Band: The national anthem for Bayou Classic will be presented by 175 student musicians from 13 New Orleans area high schools that are named “The Crescent City All-Star Band.”

Bayou Classic Halftime Show: This year’s Bayou Classic Halftime Show is presented by The Coca-Cola Company. This always electrifying performance is one of the highlights of the weekend each year and the presenting sponsor is bringing special surprises to this year’s performance.

QUICK FACTS

Economic impact: Bayou Classic provides a \$50 million economic impact to the City of New Orleans.

Visitors to New Orleans: Bayou Classic brings more than 200,000 visitors to New Orleans annually.

Hotel occupancy: Bayou Classic annually delivers a total citywide occupancy of more than 90 percent.

Bayou Classic rankings: The Southern University Jaguars lead the series with 24 wins to Grambling State University Tigers 23 wins in the Bayou Classic – Grambling can tie the matchup this year.

Bayou Classic Telecast: The 48th Annual Bayou Classic, Presented by Procter & Gamble will be televised live on NBC Sports Network starting at 4 pm CST on Saturday, November 27. The Bayou Classic has been nationally televised since 1991. The game will also be broadcast live on SiriusXM/ESPNU radio.

SCHEDULE OF EVENTS

Friday, November 26

Business at Bayou Classic: A Black Small Business Showcase: 11:00 am – 4:00 pm

Presented in partnership with the LA Chamber of Commerce

Hyatt Regency New Orleans

This new event that has been added to the family of annual Bayou Classic events is a showcase of African American-owned small and emerging businesses within the state of Louisiana to promote economic growth and utilization by the state's business community and organizations. More than 40 African American-owned small and emerging businesses from across the state will be in attendance. This event is open to the public.

Battle of the Bands and Greek Show: 7:00 pm, doors open at 8:00 pm

Battle of the Bands presented by Microsoft

Caesars Superdome

NOTE: Media credentials needed to attend this event.

Approximately 25,000 people will be at the show, as the Southern and Grambling's historic marching bands strut across the Superdome in a colorful showdown that is the highlight of The Bayou Classic weekend for many attendees. In addition, the Greek show will feature creative skits from traditionally black Greek organizations across Louisiana.

As the presenting sponsor of this year's Battle of the Bands, Microsoft will have a special presentation of its Microsoft HoloLens, an ergonomic, untethered self-contained holographic device with enterprise-ready applications to increase user accuracy and output.

Saturday, November 27

Annual Bayou Classic Parade: 9:30 am start time

The Annual Bayou Classic Parade continues this year in traditional, New Orleans fashion with ten floats and more than 30 total units.

HIGHLIGHTS:

- This will be the first parade for area high schools since Mardi Gras 2020. High school band directors are saying, "The Bayou Classic Parade is kickstarting our entire parading season."
- Participation by all of the top New Orleans area high school bands including LB Landry High School, St. Augustine High School and their Marching 100, Edna Karr High School, McDonough 35, Sophie B Wright High School and Warren Easton High School.
- As traditionally done, one out-of-state group will be in the parade. The Kansas City Marching Cobras Drum & Drill Team will be returning for their second Bayou Classic Parade. Leader Gregg James is a Southern alum.
- This will be the first appearance of Louisiana Bike Life, with an expected 80-100 member krewes riding custom cruiser bikes. There will be a special "Southern Jaguars" bike.
- The Grand Marshall for this year's Annual Bayou Classic Parade is Mayor of the City of New Orleans, LaToya Cantrell.

Route details: Parade begins on Elysian Fields Avenue at N. Peters Street; proceeds down N. Peters St onto Decatur Street; turns right on Canal Street; turns left on St Charles Avenue; turns right on Poydras Street; turns right on Loyola Avenue; parade ends at Duncan Plaza located on Loyola Avenue at Perdido Street.

Bayou Classic Fan Festival: 11:30 am – 3:30 pm

The “Embrace the Culture” Stage is presented by The City of New Orleans, Office of Cultural Economy and the New Orleans Tourism and Cultural Fund
Champions Square at the Caesars Superdome

An extremely popular pre-game celebration where live musical performances and entertainment get the crowd warmed up for the game. The schedule of performers for this year includes:

- HaSizzle
- HD4President
- Mouse On Tha Track
- Water Seed
- Raj Smoove
- DJ Jubilee
- glbl wrmng
- Brass-A-Holics
- TBC BrassBand
- DJ Retro

Fan Fest will be hosted by Courtney Mpagi of WBOK 1230am.

Students from the Central Creativity Robotics program will showcase the robots they built from reusable parts. This program fosters PreK-12 students' creativity via the development of educational robotics in a dynamic, innovative and immersive atmosphere. The robots that will be on display at Fan Fest are those that have been built and recognized as part of the organization's robotics build competitions.

Fan Fest attendees will also enjoy sponsor activations and special giveaways throughout the event.

The 48th Annual Bayou Classic, Presented by Procter & Gamble: 4:00 pm (doors open at 2:30 pm)
Caesars Superdome

NOTE: Media credentials needed to attend this event.

More than 200,000 people come to New Orleans for the Bayou Classic weekend, and 50,000 - 60,000 make their way to the Bayou Classic game. The Bayou Classic commemorates historically black colleges and universities, academic achievement, tradition, sportsmanship, marching bands, and friendly competition. The “Classic” is an exhibition of the high standards of academic achievement deeply embedded in the traditions of the two institutions - Grambling State University and Southern University.

Other game highlights:

National anthem: The Crescent City All-Stars Band

The Crescent City All-Stars Band is composed of 175 student musicians from 13 New Orleans area high schools. Each band director selects the best of the best musicians to participate. Band directors from all over the city are involved in the organization and rehearsals.

The musical director is Trey Vernado from Young Audiences Charter and the volunteer leader is Sgt. Richard Blackman who heads the NOPD Events team. He was a trombone player in the Grambling Marching Tigers Band.

This national anthem performance is fueling the kickstart of this all-star band after a period of forced dormancy following the pandemic outbreak.

The 48th Annual Bayou Classic Halftime Show

Presented by The Coca-Cola Company

The electrifying halftime show will feature the Grambling State University's World Famed Marching Band and Southern University's Human Jukebox and Dancing Dolls.

Tickets still available

Tickets are still available for purchase through Ticketmaster, the Bayou Classic official website, www.mybayouclassic.com, or by downloading the official Bayou Classic Mobile App.

“Both schools have worked hard to make this iconic football game affordable, more fan and family-friendly... ticket prices for the Bayou Classic have not changed for multiple years – a commitment to the fans that we want you in the Caesars Superdome for the Bayou Classic this year.,” added Dottie Belletto.

Grambling State University is the home team at the 48th Annual Bayou Classic and its fans will sit on the west side of the Caesars Superdome. Southern University, as the visiting team, will sit on the east side of the Superdome. For Battle of the Bands, Southern will be on the South side of the Caesars Superdome (in front of section 141) and Grambling will be in the North side (in front of section 143 at the Gate A side of the Superdome)

Other events

Special Olympics Louisiana

Special Olympics Louisiana is excited to announce the first Unified Rivalry Flag Football Games between Southern University and Grambling State University during the Bayou Classic Weekend, in partnership with NOCCI and Bayou Classic. Taking place at Lemann Park (628 N. Claiborne Ave., New Orleans, LA) on November 27th beginning at 9:00 am, the flag football game will feature Special Olympics Louisiana athletes and Unified Partners that will represent both Southern University and Grambling State University. There will be an opening ceremony followed by the flag football game. The awards ceremony will take place inside Caesars Superdome during the annual Bayou Classic.

COVID Vaccine

The Louisiana Department of Health has partnered with the Bayou Classic, the National Medical Association and Doc Griggs to provide COVID vaccination and testing points throughout the series of events.

On Friday, vaccines and COVID testing will be available on the second floor of the Hyatt Regency, outside of the Empire Ballroom, from 11 am - 4 pm. And on game day Saturday from 9:30 am - 2 pm, vaccines and testing will be available at the Caesars Superdome, Ground A ramps and the North & South entrances of Champions Square. And for a little lagniappe, anyone who gets their first COVID-19 shot will receive a \$100 Visa Debit Card.

Business on the Bayou Panel Discussions

Presented by the Louisiana Legislative Black Caucus, Amazon and the New Orleans Black Chamber, a series of panel discussion will end activities at the Hyatt Regency New Orleans on Friday, November 26.

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| 4:00 pm | Opening Remarks by Representative Edward “Ted” C. James, II – Chairman, Louisiana Legislative Black Caucus |
| 4:15 pm | Panel 1: Federal Administration Update
Moderated by Representative Jason Hughes
Panelists include representatives from the US Department of Housing and Development, US Small Business Administration and US Department of Agriculture |
| 5:15 pm | Panel 2: Recognize, Reckon and Resolve Rumbling with Disparities Reflected in Minority Communities Pre/Post Health Pandemic, Natural Disasters, Social Justice, and Impact.
Panelists include mayors from Colombia, SC, Little Rock, Ark., Birmingham, Ala. And St Louis, Mo. |

COVID Guidelines

All COVID-19 guidelines will be followed for all official Bayou Classic events. These guidelines will follow all state and local regulations.

As required by the City of New Orleans, all guests ages 12 and above must provide evidence of 1) having received at least one dose of a COVID-19 vaccine that has received full approval or emergency use authorization from the U.S. Food and Drug Administration or the World Health Organization or 2) evidence of a negative COVID-19 PCR or antigen test taken no more than 72 hours prior to entering the following indoor establishment.

Prior to entry, fans may present their verified digital proof of vaccination (LA Wallet or other official government sanctioned app) or an original, digital photograph or photocopy (both sides) of their CDC vaccination card. They may also present an official vaccination record issued by another state, foreign nation or the WHO. In lieu of vaccination verification, fans may also present a negative PCR or antigen test result that has been taken within the last 72 hours.

These regulations will be enforced for all Bayou Classic events at the Caesars Superdome and Champions Square.

About The Bayou Classic

The Bayou Classic (www.mybayouclassic.com) features one of America's greatest college sports rivalries, bringing the fans and alumni of Southern University and Grambling State University to New Orleans for a celebration of football, family and the traditions and pageantry surrounding Historically Black Colleges and Universities. Proceeds from the annual series of Bayou Classic events provide support to the campuses' athletic programs and fund scholarships through the SU System Foundation and the GSU Foundation. The 48th Annual Bayou Classic will be played on Saturday, November 27, 2021

The 48th Annual Bayou Classic is supported by the following organizations – Procter & Gamble and its brands, including Crest®, Febreze®, Gain Hand Dish Soap, Gain In-Wash Scent Boosters, Microban 24®, Old Spice®, Head & Shoulders Royal Oils and Pantene®; The Louisiana Office of Tourism, Louisiana Office of Culture Recreation & Tourism and Lt. Governor Billy Nungesser; The Coca-Cola Company; General Motors; The AEA Educational Foundation; Microsoft; Verizon; CWC; Hyatt Regency New Orleans; The City of New Orleans, Office of Cultural Economy and the New Orleans Tourism and Cultural Fund; New Orleans & Company; Xfinity; Cracker Barrel; Jack Daniel's Tennessee Honey; AARP Louisiana; Cricket Wireless; AARP; AT&T; Visit Baton Rouge; Downtown Development District; Academy Sports & Outdoors; Parish of Caddo - Shreveport, Louisiana; US Marine Corps; iJustOrder; United States Coast Guard; NOMTN - New Orleans Multicultural Tourism Network; Wendy's; Bumble Bee Billboards; Special Olympics Louisiana; National Medical Association – Region V; WBOK 1230 AM; Event Producers; Cumulus Media – New Orleans, Baton Rouge, Lafayette & Shreveport

Ticket Information

Tickets for the 48th Annual Bayou Classic and the Battle of the Bands & Greek Show are on sale now. Tickets for both events can be purchased at the following locations: the Bayou Classic website (www.mybayouclassic.com), Ticketmaster, the New Orleans Arena Box Office, the Grambling State University Ticket Office or the Southern University Ticket Office.

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