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*August 24, 2022*

## **Bayou Classic Announces P&G Returns as Presenting Sponsor of Annual HBCU Event**

*Procter & Gamble Official Presenting Sponsor of the Annual Bayou Classic*

NEW ORLEANS – The Bayou Classic announced today that both Grambling University Foundation, Inc. and the Southern University System Foundation, Inc., have extended their corporate partnership agreement with the Procter & Gamble Company (P&G) to continue as the Official Presenting Sponsor of the 49<sup>th</sup> Annual Bayou Classic. This is P&G’s 6<sup>th</sup> consecutive year sponsoring the Bayou Classic.

The Bayou Classic, ranked as the #1 HBCU Classic in the nation, is the iconic collegiate gridiron matchup between Southern University and Grambling State University. The 49<sup>th</sup> Annual Bayou Classic, Presented by Procter & Gamble, will be played on Saturday, November 26, 2022 at the Caesars Superdome in New Orleans. Kickoff is at 1pm.

As the Presenting Sponsor of the Bayou Classic, the partnership will provide P&G opportunities to continue to demonstrate its ongoing support of Historically Black Colleges and Universities (HBCUs), and leverage the Bayou Classic’s live events, digital and social media assets as well as pre-existing Bayou Classic national broadcast and media rights. The partnership will include promotion of P&G’s brands, including Crest<sup>®</sup>, Gain Laundry, Old Spice<sup>®</sup>, Microban 24<sup>®</sup>, Febreze<sup>®</sup>, Cascade, Gain Hand Dish Soap, Aussie, Dawn<sup>®</sup> Dish Soap, and Next of Us (NOU) across all Bayou Classic platforms.

“Bayou Classic is one of the most dynamic HBCU football classics in the US,” said Dottie Belletto, President and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 49<sup>th</sup> Annual Bayou Classic. “We’re excited for Procter & Gamble and its family of brands continued support of HBCUs and the Bayou Classic. Their partnership in a HBCU classic so beloved by millions of families, while also investing in the future of these universities, showcases an organization committed to utilizing their support as a vehicle for positive change.”

As part of its longstanding commitment to supporting HBCUs, P&G has been a proud partner of the Bayou Classic for more than six years. This presenting sponsor is the continuation of a multiyear partnership agreement between the brand and school foundations.

“P&G is honored to help continue this nearly 50-year-old tradition of bringing families and communities together around shared passions of community building and excellence in education,” said Damon Jones, P&G’s Chief Communications Officer. “Events like the Bayou Classic bring to life the magic of HBCUs and the many elements that make the HBCU experience truly special for generations of students, alumni and their families.”

### **About Procter & Gamble**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <https://www.pg.com> for the latest news and information about P&G and its brands. For other P&G news, visit us at <https://www.pg.com/news>.

### **About Bayou Classic**

The legendary game between Grambling State University and Southern University, the Bayou Classic has proven to be a steadfast beacon of legacy and tradition that extends beyond the HBCU community. Fans from across the nation journey to witness the electrifying football game between Grambling State and Southern, while eagerly awaiting the highly anticipated halftime show featuring two of the greatest marching bands in the nation. For more information, visit [www.mybayouclassic.com](http://www.mybayouclassic.com).

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