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Wells Fargo returns as the Official Banking Sponsor of the Bayou Classic

Partnership expands this year as Wells Fargo creates a limited-edition Bayou Classic debit card

NEW ORLEANS – The Bayou Classic announced today that Wells Fargo will serve as the official banking sponsor for the 50th Annual Bayou Classic game between Grambling State University and Southern University.

The Bayou Classic, ranked as the no. 1 Historically Black Colleges and Universities (HBCU) classic in the nation, is the iconic collegiate gridiron matchup between Southern University and Grambling State University. The 50th Annual Bayou Classic, presented by Procter & Gamble, will take place on Saturday, November 25, 2023, at the Caesars Superdome in New Orleans. Pre-game, Wells Fargo leaders will present \$25,000 scholarships each to Southern University and Grambling State University in support of school programming.

“We are excited to be back in New Orleans to celebrate the 50th anniversary of the Bayou Classic,” said Dewey Norwood, Senior Diversity & Inclusion Consultant. “The Jaguars of Southern University and the Tigers of Grambling State are great institutions of higher learning that serve as wonderful examples of why our firm continues to invest in the students, alumni and communities of HBCUs.”

Nationally, over the last 12 years, Wells Fargo has provided more than \$40 million in scholarships and programming to HBCUs through national relationships with UNCF, the Thurgood Marshall College Fund, and the Jackie Robinson Foundation. Customers also have the opportunity to showcase their HBCU pride by customizing their banking experience with the [HBCU Legends Collection](#) where they can upload an image of their favorite school to customize a debit card. Students, alumni, and fans of the Bayou Classic can do the same with the launch of this uniquely branded debit card that commemorates the HBCU experience at the event.

In addition to volunteering with the United Negro College Fund (UNCF), the Special Olympics, and Rebuilding Together, in 2021 Wells Fargo announced equity investments in 11 Minority Depository Institutions, including Liberty National Bank in New Orleans, as part of its pledge to invest up to \$50 million in Black-owned banks.

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a leading financial services company that has approximately \$1.9 trillion in assets, proudly serves one in three U.S. households and more than 10% of small businesses in the U.S., and is a leading middle market banking provider in the U.S. We provide a diversified set of banking, investment and mortgage products and services, as well as consumer and commercial finance, through our four reportable operating segments: Consumer Banking and Lending, Commercial Banking, Corporate and Investment Banking, and Wealth & Investment Management. Wells Fargo ranked No. 47 on Fortune's 2023 rankings of America's largest corporations. In the communities we serve, the company focuses its social impact on building a sustainable, inclusive future for all by supporting housing affordability, small business growth, financial health, and a low-carbon economy. News, insights, and perspectives from Wells Fargo are also available at Wells Fargo Stories.

Additional information may be found at www.wellsfargo.com LinkedIn: <https://www.linkedin.com/company/wellsfargo>

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.

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