



Presented by 

FOR IMMEDIATE RELEASE

November 13, 2023

The 50th Annual Bayou Classic Kicks Off on Monday, November 20
Series of events scheduled to celebrate the Centennial of the HBCU Classic

WHAT:

The kick-off press conference for the 50th Annual Bayou Classic, presented by Procter & Gamble, featuring the historic rivalry between the Jaguars of Southern University and the Tigers of Grambling State University. The Bayou Classic is revered as the “Granddaddy” of HBCU college matchups.

Governmental leaders, tourism leaders, Bayou Classic organizers and representative from both Grambling State University and Southern University will make and provide updates on this year’s 50th Annual Bayou Classic scheduled for November 23-25.

The Bayou Classic is the annual extravaganza bringing the fans and alumni of Southern University and Grambling State University to New Orleans each November for a celebration of football, family and the traditions surrounding Historically Black Colleges and Universities.

WHEN:

Monday, November 20, 2023
10:00 a.m. – 11:00 a.m.

WHO:

Lt. Governor Billy Nungesser Mayor of the City of New Orleans – Mayor LaToya Cantrell
Representatives of the Louisiana Legislative Black Caucus & New Orleans City Council

Representatives from the State of Louisiana and The City of New Orleans tourism industry
President/Chancellor of Southern University and A&M College System- President - Chancellor Dennis J. Shields
President of Grambling State University - President Richard J. “Rick” Gallot, Jr.
Grambling Head Football Coach Hu Jackson
Southern University Head Football Coach Eric Dooley
Directors of Athletics, Assistant Coaches and Players from SU and GSU
Sponsors of the 50th Annual Bayou Classic
Other invited guests

WHERE:

Caesars Superdome

Complimentary parking available in Parking Garage 6

Entrance through Gate A ground level of the Caesars Superdome

The 50th Annual Bayou Classic Schedule of Events

Thursday, November 23 – Thanksgiving Day

Annual Bayou Classic Thanksgiving Day Parade: 3:00 pm start time

Route details: The parade begins at the Caesars Superdome on Poydras Street, parades down Poydras Street to make a left on S. Peters Street, down S. Peters Street to make a left on Canal Street, continues on Canal Street to make a left on St. Charles Avenue, marches down St. Charles Avenue back to Poydras Street to make a right and ends at Poydras and Loyola streets.

Friday, November 25

Business at Bayou Classic: A Black Small Business Showcase: 10:30 am – 4:00 pm

Presented in partnership with the LA Chamber of Commerce

Hyatt Regency New Orleans

Business at Bayou is a business expo that showcases nonprofit, corporate, and local businesses.

Students, Alumni, and Visitors are invited to stop by the Business at Bayou to purchase items from small black businesses and learn more about networking opportunities.

2023 New Voices Pitch Competition: 1:00 pm

Presented by AARP

Hyatt Regency New Orleans

The New Voices Foundation will host the New Voices Pitch Competition. This in-person pitch competition will award five grants (one of each) – \$25,000, \$20,000, \$15,000, \$10,000, and \$5,000 – combined with personalized business skill development, coaching, and mentoring for each winner 3-6 months post-competition.

Bayou Classic Motivational Gameday Ball Run

Depart Baton Rouge: 5:30 am

Arrive in New Orleans: 1-1:30 pm

Southern University Army ROTC, along with Southern Navy and Grambling State University ROTC programs, will carry the official Bayou Classic gameday ball through seven parishes and more than a dozen towns as they run the ball more than 100 miles from the F.G. Clark Activity Center (7722 Scenic Highway) at Southern in Baton Rouge to the Caesars Superdome (Gate A ground level) in New Orleans.

Battle of the Bands and Greek Show: 6:00 pm, doors open at 5:00 pm

Caesars Superdome; Ticket required for entry

NOTE: Media credentials are needed to attend this event. Clear bag policy for entrance.

As part of the Battle of the Bands main event – Grambling and Southern’s historic marching bands strut across the Superdome in a colorful showdown. Battle of the Bands will be hosted by Big Tigger.

The event will open with the **2nd Annual Bayou Classic Invitational High School Battle of the Bands**, which will be hosted by Wild Wayne with a special appearance by Curtis Akeem McCullough AKA “Dolla Watson.”

The Greek show will feature creative skits from traditionally black Greek organizations across Louisiana.

Bayou Classic Official Battle of the Bands After Party: 11:00 pm start time

Presented by HEREWEGO Entertainment

Metropolitan Nightclub (Generations Hall); Ticket required for entry

Saturday, November 26

Doc Griggs “Two Times Around the Dome” Family Fitness Fun Walk: 7:30 am registration; 8:00 am start time

Caesars Superdome, Plaza Level at Gate C; Registration required for entry

Third Annual Special Olympics Unified Rivalry Flag Football Game

Saturday, November 26 at 9:00 am

Presented by Special Olympics Louisiana

St. Augustine Practice Field (2525 Bruxells Street)

The flag football game will feature Special Olympics Louisiana athletes and Unified Partners that will represent both Southern University and Grambling State University.

Bayou Classic Fan Festival: 9:00 am – Noon

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

NOTE: Clear bag policy for entrance.

The Bayou Classic Fan Fest will include live musical performances to get the crowd warmed up before kick-off. Gates open at 9am and is a free event hosted by Wild Wayne.

The 50th Annual Bayou Classic, Presented by Procter & Gamble: 1:00 pm (doors open at 11:00 am)

Caesars Superdome; Ticket required for entry

NOTE: Media credentials are needed to attend this event. Clear bag policy for entrance.

Game highlights:

Bayou Classic Pre-Game Ceremonies Presented by Entergy

Lift Every Voice and Sing: **Blair Dottin-Haley of The Blairisms**

National anthem: **Anthony Hamilton & The Ton3s**

The 49th 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 and include very special guests for the centennial celebration of Bayou Classic.

Bayou Classic Official Celebrity After Party: 10:00 pm start time

Presented by HEREWEGO Entertainment

Metropolitan Nightclub (Generations Hall); Ticket required for entry

The 50th Annual Bayou Classic Logo

Please note the special 50th Anniversary logo that was created to celebrate the centennial year of the HBCU Classic. You can access the logo here:

<https://www.dropbox.com/sh/kzpbsttegk4p04/AADPmTasIV2n7CnkYeC0a4V0a?dl=0>

Logo can be used in media coverage of Bayou Classic.

The 50th Annual Bayou Classic Merchandise

In celebration of the momentous 50th anniversary of the Bayou Classic, Grambling State University and Southern University have joined forces with Gus Willey Apparel, a renowned New Orleans-based merchandise provider, to introduce a captivating line of commemorative merchandise. This exciting collaboration offers fans a unique opportunity to own special apparel and items that capture the spirit of the historic rivalry between these two institutions.

The commemorative merchandise lineup includes a range of carefully designed items that showcase the unique identities of both universities. Fans will be delighted to find a selection of stylish t-shirts and polos, adorned with vibrant school colors and iconic imagery that pays homage to Grambling and Southern. Additionally, the collection features beautifully crafted tumblers, perfect for showing off team pride while on the go.

ABOUT BAYOU CLASSIC

The legendary game between Southern University and Grambling State University celebrates its 50th year in November 2023. 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 New Orleans during Thanksgiving weekend to witness the electrifying football game between Southern and Grambling State, while eagerly awaiting the highly anticipated halftime show featuring two of the greatest marching bands in the nation. For more information about Bayou Classic, tickets and hotels, fans can visit mybayouclassic.com.

###

MEDIA CONTACT:

Jeffrey D. Ory

504-458-5866 (for calls and/or texts)

jeffrey@jeffreyory.com

