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BAYOU CLASSIC PARTNERS WITH SECOND HARVEST FOOD BANK TO LAUNCH FOOD & FUND DRIVE COMBATting FOOD INSECURITY

NEW ORLEANS—The Bayou Classic, in partnership with Second Harvest Food Bank, is proud to announce the Bayou Classic Food & Fund Drive, an initiative to combat food insecurity affecting Southern University students, surrounding communities, and Grambling State University.

“One in 6 people in Louisiana experience food insecurity, and the communities of and around Southern University and Grambling State University are no exception,” said Second Harvest President & CEO Natalie Jayroe. “We are calling on students, alumni, and fans to help those who don’t know where their next meal is coming from.”

This collaborative effort invites Bayou Classic attendees, fans, and supporters to help fight hunger by donating nonperishable food items and monetary contributions. In partnership with Second Harvest Food Bank, the drive aims to ensure that collected resources directly benefit those in need.

How to Donate

Donate Food: During the week of the Bayou Classic, nonperishable food items can be dropped into collection barrels located in the lobbies of the Hilton Riverside and Hyatt Regency—the host hotels for Grambling and Southern, respectively.

During the **Bayou Classic Thanksgiving Day Parade**, look for Second Harvest Food Bank at the parade’s final position. Volunteers will be on hand to collect food donations along the route.

Donate Money: Contributions can be made easily by scanning the QR code available at donation locations and in event materials.

All collected food and funds will be distributed directly to the Southern and Grambling

Food insecurity impacts the students and the communities of Southern and Grambling!

YOU CAN MAKE A DIFFERENCE!



communities, ensuring support reaches those who need it most.

Join Us in Making a Difference

The Bayou Classic Food & Fund Drive is an opportunity for fans and supporters to give back during this season of gratitude and celebration. Together, we can help reduce food insecurity and positively impact the lives of students and families.

For more information on how to donate or participate, visit mybayouclassic.com.

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About Bayou Classic

The Bayou Classic ranked as the #1 HBCU Classic in the nation, continues to be a beacon of legacy and tradition, attracting fans from across the country. This legendary game between the Grambling State University Tigers and Southern University Jaguars and accompanying events has proven to be a steadfast beacon of legacy and tradition that extends beyond the HBCU community. Bayou Classic fans from across the nation journey to witness the electrifying football game between Grambling State and Southern while eagerly awaiting the highly anticipated Greek Show & Battle of the Bands and a halftime show featuring two of the greatest marching bands in the nation. The 51st Annual Bayou Classic, Presented by Procter & Gamble, will be played on Saturday, November 30, 2024, at the Caesars Superdome in New Orleans.

For more information, visit www.mybayouclassic.com.

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