FOR IMMEDIATE RELEASE

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Procter & Gamble Returns as Presenting Sponsor for the 53rd Annual Bayou Classic, Celebrating HBCU Excellence

Decade-long partnership brings 10 leading P&G brands to the iconic football rivalry and weeklong cultural celebration in New Orleans.

NEW ORLEANS – The Bayou Classic announced today that Procter & Gamble (P&G) will return as the Official Presenting Sponsor of the 53rd Annual Bayou Classic, continuing the company's longstanding partnership with one of the nation's premier Historically Black College and University (HBCU) events.

Through its partnership with the Southern University System Foundation, Inc. and the Grambling Research and Resource Foundation, P&G will once again play a prominent role throughout Bayou Classic week, supporting the annual celebration of HBCU education, culture, tradition, and community.

The 53rd Annual Bayou Classic at a Glance:

- **The Matchup:** The legendary football rivalry between the Grambling State University Tigers and Southern University Jaguars
- **Date & Time:** Saturday, November 28, 2026, at 1:00 p.m. CST
- **Location:** Caesars Superdome in New Orleans, LA
- **Broadcast:** Nationally televised broadcast (check local listings)

“The continued support of P&G is a testament to the strength of the Bayou Classic and the important role this event plays in celebrating HBCU excellence,” said Dottie Belletto, President and CEO of NOCCI (New Orleans Convention Company, Inc.), the event management firm for the 53rd Annual Bayou Classic. “P&G has embraced what the Bayou

Classic represents beyond the football field: generations of families, alumni and students coming together to celebrate culture, education, tradition and community. We are excited to welcome P&G back as our Presenting Sponsor and to expand the ways its brands connect with Bayou Classic fans."

As Presenting Sponsor, P&G will have a significant presence across the Bayou Classic's signature events, digital and social media platforms, national broadcast, and fan experiences. To bring this activation to life, P&G is bringing a portfolio of trusted consumer brands to engage with fans throughout the week:

- **Personal Care & Beauty:** Always®, Crest®, Gillette®, Head & Shoulders®
- **Home Care & Fabric Care:** Bounty®, Charmin®, Downy Unstopables®, Gain®, Swiffer®, and Tide®

The Bayou Classic sponsorship is a cornerstone of the broader **P&G HBCYOU Program** this year **powered by HBCU GO**, which has returned to HBCU campuses for a fourth year. Dedicated to supporting students to and through college, the HBCYOU program provides students with everyday product essentials, impactful on-campus experiences, and meaningful platforms for student storytelling.

"P&G is proud to continue our partnership with the Bayou Classic and its celebration of the extraordinary culture, traditions and communities surrounding HBCUs," said Crystal Harrell, Senior Director Corporate Communications at P&G. "The Bayou Classic brings generations together, and we look forward to once again being part of an experience that celebrates students, alumni, families and the lasting impact of Southern University and Grambling State University."

The Bayou Classic is more than a football game. The annual event brings fans from across the country to New Orleans for a week of activities celebrating the history, culture, and traditions of two of the nation's most storied HBCUs. Signature events include the Bayou Classic Parade, Fan Fest, the electrifying Greek Show & Battle of the Bands, and the highly anticipated halftime show featuring two of the greatest marching bands in the nation.

For more information and to purchase tickets, visit www.mybayouclassic.com.

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 Celebrating its 53rd year, the Bayou Classic continues to uphold its legacy as a symbol of excellence and camaraderie within the HBCU community. Year after year, fans gather in New Orleans over Thanksgiving weekend to witness the thrilling football matchup between Southern University and Grambling State University, accompanied by the electrifying Battle of the Bands & Greek Show and the highly anticipated halftime show featuring two of the greatest marching bands in the nation. For more information and to purchase tickets, visit www.mybayouclassic.com.

ABOUT THE P&G HBCYOU PROGRAM Now in its fourth year and powered by HBCU GO, the P&G HBCYOU Tour brings everyday essentials, immersive experiences, and cultural storytelling directly to students on the yard. Built on P&G's century-long commitment to Historically Black Colleges and Universities (HBCUs), the program is a long-standing ecosystem of support designed to serve students "to and through" graduation. By providing trusted brands and interactive spaces, the program helps students feel confident and prepared while building skills, relationships, and career pathways for the next generation of leaders, creators, and innovators.

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