



## FOR IMMEDIATE RELEASE

### **Tickets Now on Sale for the 75<sup>th</sup> Annual McDonald's Magic City Classic Presented by Coca-Cola**

*McDonald's Signs on as Title Sponsor of Historical Event*

**Birmingham, Ala. (Aug. 15)** – The McDonald's Magic City Classic presented by Coca-Cola announced today that tickets are now on sale for the 75<sup>th</sup> annual event. The largest HBCU football game in the country will take place at Legion Field on Saturday, October 29, when Alabama State University and Alabama A&M University will battle it out for bragging rights. The historical event will take place in exactly 75 days.

Additionally, McDonald's has signed on as title sponsor of the main event and will continue to be the title sponsor of the McDonald's Magic City Classic parade. This year's parade will be broadcast live in Birmingham on WBRC Fox6 and Bounce TV as well as in Huntsville, Montgomery, Dothan and Mobile.

"McDonald's is proud to be the 2016 title sponsor of the McDonald's Magic City Classic and proud to have partnered with the McDonald's Magic City Classic Parade as the exclusive sponsor for more than ten years now," said Larry Thornton, Franchise Owner of McDonald's. "The event has grown to become the largest HBCU Classic in the nation and McDonald's and Coca-Cola as iconic brands are looking forward to uniting again and have already enjoyed an inseparable partnership for more than fifty years."

Reserved tickets are \$35, while general admission tickets are \$25 and can be purchased online at [www.themagiccityclassic.com](http://www.themagiccityclassic.com). Pep rally tickets are also available for purchase for only \$12, while supplies last. The official pep rally will take place on Thursday, October 27<sup>th</sup> at the Sheraton Birmingham Ballroom at 7:00 pm.

New this year is the 75<sup>th</sup> anniversary commemorative ticket available for \$5. Souvenir tickets will be shipped after the game and will not provide access inside Legion Field.

“We are excited to kick off ticket sales 75 days out from the 75<sup>th</sup> annual event,” stated Carrie Coleman of Bruno Event Team. “We anticipate a lot of excitement over the next few months and we look forward to the continued partnership with McDonald’s as they sign on as title sponsor.”

The McDonald’s Magic City Classic presented by Coca-Cola brings fans and celebrities from around the country to watch as Alabama State University and Alabama A&M University compete for a potential spot in the SWAC Championship. Fans can also enjoy the McDonald’s Magic City Classic Parade and the Coors Light Tailgate Party on Saturday morning. Kick-off is at 2:30 pm on Saturday, October 29, and the always-anticipated halftime show will feature the Marching Maroon and White Band and the Marching Hornets.

Also at halftime, both university presidents will honor this year’s celebrity ambassador, who will be announced at a later date. Previous ambassadors include Anthony Anderson, Bell Biv DeVoe, Ice Cube, Bootsy Collins, LisaRaye, Sinbad, Wendy Williams, Charles Barkley and Vivica A. Fox to name a few.

For additional event information or to purchase your tickets online, visit [www.themagiccityclassic.com](http://www.themagiccityclassic.com).

**About the McDonald's Magic City Classic Presented by Coca-Cola**

The McDonald's Magic City Classic presented by Coca-Cola is the largest historically black college and university (HBCU) football game in the country. Alabama A&M University and Alabama State University play in the game annually at Legion Field in Birmingham, Alabama, and the winner could potentially earn a spot in the SWAC Championship. Festivities surrounding the event include the McDonald's Magic City Classic Alumni Pep Rally, McDonald's Magic City Classic Parade, Coors Light Pre-Game Tailgate Party and the famed halftime show performed by the Marching Hornets and the Marching Maroon and White. For more information, visit [www.themagiccityclassic.com](http://www.themagiccityclassic.com).

##

**Media Contact:**

Angel Hufham

Bruno Event Team

205.967.4745

[ahufham@brunoeventteam.com](mailto:ahufham@brunoeventteam.com)