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Ludacris Named Ambassador for the McDonald's Magic City Classic

Presented by Coca-Cola

American Hip Hop Recording Artist to Perform at Post-Game Concert

Birmingham, Ala. (Sept. 29) – The McDonald's Magic City Classic presented by Coca-Cola announced today that Ludacris, American hip hop artist and actor, has been named this year's celebrity ambassador. As the ambassador, Ludacris will be the Grand Marshal of the McDonald's Magic City Classic parade and honored during the halftime show. Additionally, Ludacris will perform at the post-game concert at Legion Field.

The 75th annual event will take place on Saturday, October 29th at Legion Field and tickets can be purchased online at www.magiccityclassic.com. Concert admission is included in the price of a game ticket and the post-game concert will begin immediately after play ends.

"We are beyond excited to have someone like Ludacris as our ambassador this year for the 75th McDonald's Magic City Classic," stated Mayor William Bell. "Our past ambassadors have been some of the most talented across the board and to have someone of his caliber come to Birmingham is great for the city, the game and the fans."

Born and raised in Champaign, Illinois, Ludacris began his rapping career at only nine years old. As his music career grew, his family decided to move to Atlanta, Georgia, where he found a love for music genres ranging from hip hop to rock. In 2000, he got his breakthrough in the music industry with his album titled "*Back for the First Time*", which reached 3x platinum and #4

on the U.S. Billboard 200. Other top selling albums include *Word of Mouf*, *Release Therapy* and *Ludaversal*.

Additionally, Ludacris has appeared in films such as *Crash* and *Hustle & Flow* but is best known for his role in *The Fast and Furious* film series. He will be returning to the big screens for the famous *The Fast and Furious 8* in 2017.

The McDonald's Magic City Classic brings fans and celebrities from around the country to watch as Alabama State University and Alabama A&M University battle it out for a potential spot in the SWAC Championship. Fans can also enjoy the McDonald's Magic City Classic Parade, which will be broadcast live in Birmingham, Dothan, Huntsville, Mobile, and Montgomery along with the Coors Light Pre-Game Tailgate Party at Legion Field. The new kick-off time is 3:00 pm on Saturday, October 29th, and the much-anticipated halftime show will feature the Marching Hornets and the Marching Maroon and White.

For more information on the McDonald's Magic City Classic, visit www.magiccityclassic.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 Marching Hornets and the Marching Maroon and White.

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