



## FOR IMMEDIATE RELEASE

**McDonald's Magic City Classic Parade will be Broadcast Live Statewide**  
*For the first time ever the parade will be broadcast statewide throughout  
Birmingham, Dothan, Huntsville, and Montgomery*

**Birmingham Ala. (Oct. 17)** – The historical McDonald's Magic City Classic parade will once again be broadcast live in the Birmingham area on WBRC FOX6 News and Bounce TV from 8:00 a.m. until 10:00 a.m. on Saturday, October 29<sup>th</sup>. For the first time ever, the parade will extend its coverage to Dothan, Huntsville, and Montgomery.

McDonald's serves as the title sponsor of the McDonald's Magic City Classic parade and WBRC FOX6 News will exclusively broadcast the parade for the 2<sup>nd</sup> year in a row.

"We are very excited to have McDonald's as title sponsor of the famous downtown Birmingham parade and the 75th Magic City Classic, which has grown to become the largest HBCU classic in the nation" said Larry Thornton, Franchise Owner of McDonald's. "It is gratifying to know that I am a graduate of one of the participating universities (ASU) and to have enjoyed more than a 25 year relationship with the title sponsor McDonald's and the presenting sponsor Coca-Cola."

Ludacris, this year's celebrity ambassador and post-game concert performer, along with Birmingham Mayor William Bell, American rapper Yung Joc, WBC Heavyweight Champion Deontay Wilder, Tony Award Winner Melba Moore,

various marching and non-marching bands, and several other familiar faces will be in attendance. Participants come from all over the United States to take part in the weekend festivities and fans are encouraged to arrive early as spots are expected to fill up quickly.

“We here at WBRC FOX6 News couldn’t be more excited to exclusively produce and broadcast for the 2<sup>nd</sup> year in a row the historical Magic City Classic Parade,” said WBRC FOX6 News General Manager Collin R. Gaston. “This year will prove to be the biggest broadcast audience yet with the inclusion of our sister Raycom Media stations in Dothan, Montgomery and Huntsville simulcasting the parade,” said Gaston.

Once again, this year’s parade will begin on 9<sup>th</sup> Avenue North by the Legacy Arena at the BJCC and will finish on 18<sup>th</sup> Street North at Reverend Abraham Woods Boulevard. Attached you will find a map of the route and additional information can be found at [www.magiccityclassic.com](http://www.magiccityclassic.com).

**Parade Route:**

- Begin at 19th Street and 9th Avenue North
- Proceed south on 19th Street North to 4th Avenue North
- Proceed west on 4th Avenue North to 16th Street North
- Proceed north on 16th Street North to 5th Avenue North
- Proceed east on 5th Avenue North to 18th Street North
- Proceed north on 18th Street to 8th Avenue North
- End at 8th Avenue North & Reverend Abraham Woods Jr Boulevard
- Total of 1.3 miles in length

The live WBRC FOX6 News broadcast will be stationed on 19<sup>th</sup> St. North by City Hall.

After the parade, fans can also enjoy the Coors Light Pre-Game Tailgate Party, along with other events that will take place throughout the weekend. Kickoff is at 3:00 p.m. and the much-anticipated halftime show will feature the Marching Hornets and Marching Maroon and White. The McDonald’s Magic City Classic brings fans and celebrities from around the country to watch as Alabama A&M University and Alabama State University battle it out for the McDonald’s Magic City Classic trophy and bragging rights.

For more information on the McDonald's Magic City Classic, visit [www.magiccityclassic.com](http://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 Hornets and Marching Maroon and White.

### **About Raycom Media**

Raycom Media, an employee-owned company, is one of the nation's largest privately owned broadcasters and owns and/or provides services for 62 television stations in 42 markets and 20 states. Raycom Media owns or provides services for stations covering over 14% of U.S. television households and employs over 4,600 individuals in full and part-time positions. In addition to television stations, Raycom Media owns PureCars (digital ad platform for automotive), Raycom Sports (a marketing, production and events management and distribution company), Tupelo-Honey Raycom (a NY-based production company), RTM Productions (a Franklin, TN-based automotive programming production and marketing solutions company), WebStream Sports (an Indianapolis-based, live event production company) and Broadview Media (a post-production/digital signage company based in Montgomery, AL). Raycom Media is headquartered in Montgomery, Alabama.

**MEDIA CONTACT**

Angel Lewis

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

205.706.2616