



## FOR IMMEDIATE RELEASE

### Tickets on Sale for 77<sup>th</sup> Annual McDonald's Magic City Classic Presented by Coca-Cola

2018 Hype Video: <https://www.youtube.com/watch?v=CqwnIA1f1TY>

**Birmingham, Ala. (Aug. 8)** – The McDonald's Magic City Classic presented by Coca-Cola announced today that tickets are now on sale for the 77<sup>th</sup> annual event. The largest HBCU Classic in the country will take place at Legion Field on Saturday, October 27, when Alabama State University and Alabama A&M University battle it out for bragging rights.

McDonald's will continue to be the title sponsor of the McDonald's Magic City Classic parade, which will be broadcast live on WBRC Fox6 in Birmingham, as well as Raycom affiliates in Huntsville, Montgomery and Dothan. 2018 parade applications are now being accepted online at [www.magiccityclassic.com](http://www.magiccityclassic.com).

Additionally, reserved game tickets are \$35, while general admission tickets are \$25 and can be purchased online at [www.magiccityclassic.com](http://www.magiccityclassic.com). Tickets for the Classic Kickoff block party and concert hosted by the Urban League tickets are also available at [www.magiccityclassic.com](http://www.magiccityclassic.com). Enjoy live entertainment beginning at 5 pm on the concert stage with local talent including Yung Vokalz, Dominique Posey and Just A Few Cats followed by Keke Wyatt and a national headliner. The event includes Alabama A&M and ASU cheerleaders leading the alumni call-outs, fashion shows, food trucks, activation booths and more.

The McDonald's Magic City Classic presented by Coca-Cola brings fans and celebrities from around the country to watch as Alabama State University & Alabama A&M University compete for a potential spot in the SWAC Championship. Kick-off is at 2:30 pm on Saturday, October 27, and the always-anticipated halftime show will feature the Marching Maroon and White Band and the Marching Hornets.

This year's celebrity ambassador will be announced at a later date. Previous ambassadors include Ludacris, 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.magiccityclassic.com](http://www.magiccityclassic.com).

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**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 Classic Kickoff, McDonald's Magic City Classic Parade, Coors Light Tailgate Party and the famed halftime show performed by the Marching Hornets and the Marching Maroon and White.

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