



## FOR IMMEDIATE RELEASE

### **Tickets Now on Sale for the 76<sup>th</sup> Annual McDonald's Magic City Classic Presented by Coca-Cola**

**Birmingham, Ala. (Aug. 31)** – The McDonald's Magic City Classic presented by Coca-Cola announced today that tickets are now on sale for the 76<sup>th</sup> annual event. The largest HBCU football game in the country will take place at Legion Field on Saturday, October 28, when Alabama A&M University and Alabama State University battle it out for bragging rights.

“McDonald's is proud to again be the title sponsor of the McDonald's Magic City Classic and 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. “McDonald's and Coca-Cola as iconic brands are looking forward to uniting again with the largest HBCU Classic in the nation.”

McDonald's will continue to be the title sponsor of the McDonald's Magic City Classic parade, which will be broadcast live in Birmingham on WBRC Fox6 and Bounce TV as well as Huntsville and Montgomery. 2017 parade applications are now being accepted online at [www.magiccityclassic.com](http://www.magiccityclassic.com) and the deadline is Thursday, August 31st.

Additionally, reserved tickets are \$35, while general admission tickets are \$25 and can be purchased online at [www.magiccityclassic.com](http://www.magiccityclassic.com). An upgraded ticket option – North End Zone Club - can also be found online starting at only \$75. Tickets for the North End Zone Club includes field level viewing, complimentary heavy hors d'oeuvres and Coors products.

New this year is the Classic Kickoff presented by the Marines, which will be hosted by comedian FunnyMaine. The Classic Kickoff will be held Thursday, October 26<sup>th</sup> at the Birmingham CrossPlex and will feature performances by collegiate and alumni Greek step teams from your favorite divine nine organizations, celebrity appearances, and much more.

The McDonald's Magic City Classic presented by Coca-Cola brings fans and celebrities from around the country to watch as Alabama A&M University and Alabama State University compete for a potential spot in the SWAC Championship. Fans with a game ticket can also enjoy the complimentary Coors Light Tailgate Party on Saturday morning beginning at 10 am at Legion Field and without a game ticket entry is \$5. Kick-off is at 2:30 pm on Saturday, October 28, 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 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.  
For more information, visit [www.magiccityclassic.com](http://www.magiccityclassic.com).

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