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(901) 398-6655

## **Southern Heritage Classic Goes Prime Time: WMC-TV5 to Air Special Program**



MEMPHIS, Tenn. – Aug. 27, 2009 – WMC-TV5 will air a one-hour primetime special broadcast on the Southern Heritage Classic football game and related events at 7:00 p.m., Wednesday, Sept. 2. The program, “Southern Heritage Classic: A 20-Year Celebration!” highlights how the Southern Heritage Classic has grown from a football game between two long-running rival college teams into a cultural phenomenon around which thousands of people plan their annual vacations and family reunions. The program captures the context of the Memphis area that supports this regional event, as well as the excitement of its fans that builds days before the actual game takes place.

Fred Jones Jr., founder of the Southern Heritage Classic presented by FedEx, expects a terrific program: “Like the Classic football game itself, the special broadcast promises to be a unique experience that you won’t want to miss. I encourage you to tune in on Sept. 2 and be entertained.” Also, you can view it online at [www.wmctv.com](http://www.wmctv.com) from Sept. 2 through Sept. 13.

The Southern Heritage Classic (SHC) celebrates its 20<sup>th</sup> game this year, with Tennessee State University and Jackson State University, facing off at the Liberty Bowl Memorial Stadium on Saturday, Sept. 12. Tickets for reserved seats are \$15-\$25-\$40 plus service charges at Ticketmaster outlets or online at [www.ticketmaster.com](http://www.ticketmaster.com). To charge by phone, call (800) 745-3000. Tickets also can be purchased at the Liberty Bowl Memorial Stadium Box Office, between 10:00 a.m. and 6:00 p.m., Mondays through Fridays.

### *About the Southern Heritage Classic*

*Established in 1990, the Southern Heritage Classic was founded by Fred Jones Jr., a veteran of the national entertainment industry and owner/limited partner of the NBA’s Memphis Grizzlies. The Southern Heritage Classic is the premier sports and entertainment event in Memphis and is produced by SMC Entertainment. For more information about the Southern Heritage Classic, visit online at [www.southernheritageclassic.com](http://www.southernheritageclassic.com).*