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## **Southern Heritage Classic Tiger Lane Tailgating Spots Go On Sale**

**JULY 11, 2011, MEMPHIS TENNESSEE** --Tailgating spots on Tiger Lane for the Southern Heritage Classic presented by FedEx, will go on sale Wednesday July 13, 2011 at 10 a.m. The purchase of a Tiger Lane tailgating spot is for the Southern Heritage Classic on September 10, 2011, and for no other games or events at Liberty Bowl Memorial Stadium.

Similar to previous Southern Heritage Classic football games, all other tailgating areas will be sold on a first come first service basis beginning Thursday, September 8th at 8 a.m. on site.

A limited number of RV spaces with electrical connections will also be available through Ticketmaster beginning July 13th, 2011. RV spaces with electrical connections will be sold for \$60.00 per space plus service charges.

To purchase Tiger Lane tailgating spots, patrons can visit Ticketmaster on line at [www.ticketmaster.com](http://www.ticketmaster.com) and search "2011 Southern Heritage Classic Tiger Lane" or to charge by phone, call Ticketmaster at 1-800-745-3000.

Each Tiger Lane Tailgating space is \$25.00 plus Ticketmaster service charges.

Patrons can purchase up to 4 Tiger Lane tailgating spots at one time. Each Tiger Lane tailgating space has a 10'Wx20'L parking space, an adjacent 10'x10' grass pad, and one (1)-20 amp electrical connection.

A few things you should know about tailgating at Tiger Lane:

- Tailgaters must make sure that all of their tailgating equipment/belongings and vehicle fit into their as-signed spaces as not to infringe upon other patrons, drive lanes, walkways or adjacent spots.
- Staking or drilling on the lawn or any asphalted area is not allowed.
- For safety and traffic flow, golf carts, ATV's and scooters are prohibited on the property and in Tiger Lane. Any utility trailer, flatbed, truck or vehicle carrying this type of equipment will not be allowed to enter the property.
- Game day entrance into Tiger Lane will be at gates 8 and 9.

### **Enjoying Tiger Lawn**

Tiger Lawn is the open grassy area that is free and open to the public. People are encouraged to enjoy the park on game day by bringing blankets, lawn chairs and

picnic items. Tiger Lawn is located between the Tiger Lane tailgating spots. For safety reasons, no tents or cooking of any type will be allowed on the lawn.

**About the Southern Heritage Classic presented by FedEx**

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).