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Allstate kicks off virtual Battle of the Bands Contest

Fans can earn \$10,000 for their favorite university

NASHVILLE, TN August 26, 2008 - In celebration of Allstate's 10th year sponsoring the Southern Heritage Classic, Allstate is giving college fans a chance to give their favorite college band a boost. From now until the end of September, college fans can vote online for Tennessee State University's Aristocrat of Bands or Jackson State University's The Sonic Boom of the South.

To participate in the contest fans should log onto www.southernheritageclassic.com to vote. The winning university's marching band will receive up to a \$10,000 donation depending on the number of votes. The second place university's marching band will receive up to a \$5,000 donation depending on the number of votes. The contest ends September 30th.

More on the Southern Heritage Classic

Thousands come back annually to Memphis, Tennessee for the lively tailgate parties; to cheer on historically black college rival football teams; to tee off in the celebrity golf tournament; for a glimpse at women's fall fashions; and to experience music made in Memphis and other familiar rhythms.

This year's exciting competition is planned for September 13th. The 19th Annual Southern Heritage Classic is being broadcast in HD on SportSouth and on the Armed Forces Network. The broadcast will reach as many as 800,000 U.S. personnel in 176 countries and on 200 ships at sea.

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