



20th Annual Southern Heritage Classic Tickets on Sale July 10

MEMPHIS, Tenn. – July 8, 2009 – Tickets to the 20th annual Southern Heritage Classic presented by FedEx football game on Sept. 12, 2009, go on sale at 10:00 a.m. on Fri., July 10. Long-standing rivals Tennessee State University and Jackson State University face off for what promises to be an intense game. Last year, TSU came close to claiming the Ohio Valley Conference championship and JSU placed second in the Southwestern Athletic Conference.

Tickets for reserved seats are \$15-\$25-\$40 plus service charges at Ticketmaster outlets or online at www.ticketmaster.com. To charge by phone, call (800) 745-3000. Tickets also can be purchased at the Liberty Bowl Memorial Stadium Box Office starting Aug. 17.

Ticketmaster also will sell tickets on July 10 for other Classic-related events, including:

- A **Classic Gospel Concert** on Wed., Sept. 9, featuring Lee Williams & The Spiritual QC's plus The Canton Spirituals, Keith "Wonderboy" Johnson and Doc McKenzie & The Hi-Lites. Tickets are \$32 and \$47 plus service charges.
- A **Classic R&B Concert** on Thurs., Sept. 10, starring Erykah Badu. Tickets are \$57 and \$67 plus service charges.
- The **Classic Comedy Concert**, "Get Down with The BROWNS of Comedy" on Fri., Sept. 11. Tickets are \$37 plus service charges.
- A **Classic Blues Concert** on Fri., Sept. 11, with Bobby Rush plus Clarence Carter and Latimore. Tickets are \$45 plus service charges.

For information on other Southern Heritage Classic-related events including the Classic Tailgate, the Ed "Too Tall" Jones Golf Classic, the Classic Parade, the Classic Fashions & Brunch, the Tyson Battle of the Bands, Diversity Memphis Walks, and the Classic Catwalk & Hair Show, see www.southernheritageclassic.com.

Southern Heritage Classic founder Fred Jones Jr., remarked, "Everyone associated with the Classic is proud that in 20 years, without exception, the game has delivered an exciting evening of entertainment. We encourage everyone to join us at the Liberty Bowl Stadium the second Saturday of September for a night of all-around fun on this special anniversary."

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.