



P R E S S R E L E A S E

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New York Urban League Football Classic Returns to Giants Stadium! A Historic Black College Football Classic Gears Up for Exciting Weekend of Activities While Benefiting the *Whitney M. Young, Jr. Scholarship* Fund

New York, NY - - President and CEO of the New York Urban League, **Arva R. Rice**, announces the return of the *New York Urban League Football Classic*. This year the historic event celebrates its 38th anniversary and will be held at **Giants Stadium** on **Saturday, September 19, 2009** (details below). As one of the biggest Black college football classics in the country, the game attracts over 60,000 people and is a premier recreational destination for Black event-goers at the close of every summer. For three days, sports fans, students, alumni, young professionals, youth and community football leagues, family reunion groups, church groups, and civic organizations from across the country meet up for the big battle. Since 1971, the football classic has remained one of the New York Urban League's (NYUL) largest events. Each year proceeds benefit the *Whitney M. Young, Jr. Memorial Scholarship Fund*, as well as the educational programs of the NYUL. Rice notes "I'm excited about this year's 38th Annual Football Classic. It is a wonderful tradition where the community-at-large has a unique opportunity to connect with old classmates and friends, tailgate, eat great food, listen to great bands, and watch a terrific football game. The best part of all is that the proceeds contribute to our scholarship fund. I hope that everyone will circle September 19 on their calendars. It is an event not to be missed!"

Sponsors of the 2009 NYUL Football Classic include the New York Yankees, radio stations WBLS and WLIB, network television station WPIX 11 (Channel 11), and The New York Daily News. Celebrity guests, spokespersons, and other special features will be announced shortly. Tickets to the NYUL Football Classic are currently on sale online through Ticketmaster (www.ticketmaster.com), and at the NYUL headquarters (located in Harlem at 204 W. 136th Street, New York, NY). For additional information, contact Event Manager Drego Moore at 212.926.8000 x155 or via email at drego@iconbrandevents.com. The official website is www.nyul.org/footballclassic

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General Info

Date: Saturday, September 19, 2009

Kickoff: 2:00 pm ET

Location: Giants Stadium (East Rutherford, NJ 07073)

Teams: The **Morgan State University Bears** (Maryland) will battle the **Winston-Salem State University Rams** (North Carolina).

Special Features

The NYUL Football Classic weekend's signature event is the game, but there are a number of pre and post events that make the weekend the premier destination for African Americans at the close of the summer. A brief description follows:

- ***Braggin' Rights*** – The New York Urban League's Young Professionals group host the annual official pre-game party.
- ***Pre-Game VIP Luncheon*** - Corporate leaders, event partners, NYUL board members and executives, team coaches, elected officials, local clergy, opinion makers, and civic leaders gather for lunch at the Stadium Club.
- ***Battle of the Bands*** - A half-time spectacular that features the schools marching bands in a rivalry as fierce as the game.
- ***1919 Anniversary Brunch*** – Local restaurants host Sunday Brunch for \$19.19 in honor of the NYUL's founding year.
- ***Vendor's Market*** - The market features 250 vendors, radio stations, small businesses, products, give-aways, and food and beverages.
- ***Tailgating*** is a favorite activity where over 60,000 fans, families, fraternities, sororities, unions, and alumni associations have reunions before and after the game.

Football Classic Background and Scholarship Fund

The NYUL Football Classic was established in 1971. In 1978, the NYUL decided to name the game in memory of **Mr. Whitney M. Young, Jr.**, a legendary civil rights leader. In 1979, the NYUL established a scholarship fund to assist high school students in pursuing a college degree. The primary source of revenue for this fund is derived from the proceeds of the annual Football Classic. Additionally, the NYUL selects a group of outstanding students to receive its *Scholastic Incentive Award*, which is designed to encourage students who have demonstrated academic progress, and who have shown a special determination to attend college. In conjunction with its corporate and university partners, the NYUL has awarded nearly \$300,000 to young scholars and to the athletic and education programs of the Historically Black Colleges and Universities (aka HBCUs) that participate in the Football Classic.

About The New York Urban League

The New York Urban League has a rich history and long legacy of service to New Yorkers. It was founded in 1919 by an inter-racial group of concerned New Yorkers in response to the difficulties faced by African Americans migrating from the agricultural and rural south, to the industrial, urban centers of the north. Today, the mission of the NYUL is to enable African

Americans and other underserved communities to secure a first class education, economic self-reliance, and equal respect of their civil rights through programs, services and advocacy.

Contacts

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Related Links

- www.nyul.org
- www.nyul.org/footballclassic
- www.twitter.com/nyulfootball
- www.facebook.com
- Ticket Sales via Ticket Master:
<http://www.ticketmaster.com/event/0000429CEB919DB8?artistid=880506&majorcatid=10004&minorcatid=8>
- Giants Stadium: http://www.izodcenter.com/about/Giants_Stadium.aspx



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