

**Southern Heritage Classic 2010**  
**September 9-12, 2010**

Thousands come back annually for the lively tailgate parties; to cheer on historically black college rival football teams - Jackson State University and Tennessee State University; 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. The greatness of the Classic rests on how it connects kindred spirits - young and old - in celebration of the beauty of cultural diversity and the richness of the City's heritage.

**Schedule of events:**

**Thursday, September 9, 2010:**

Classic VIP Party - 5pm. Memphis Marriott Downtown/Heritage Ballroom. Music by Trio Plus.  
*Invitation Only.*

**U.S. Army Soldier Show**

Cannon Center. This high-energy live musical extravaganza showcases the latest in pop, rock, patriot, country and gospel music performed by talented soldiers from the active Army, National Guard and Army Reserve. They were selected by a panel at a live audition of hundreds of soldiers participating from installations throughout the U.S. Army. For more information, visit [www.armymwr.com](http://www.armymwr.com). Free admission.

**Friday, September 10, 2010**

**NIKE Classic Coaches Luncheon: (Noon)**

Memphis Marriott Downtown/Heritage Ballroom. A Classic salute to JSU head football coach Rick Comegy and TSU head football coach Rod Reed. Special guest speaker: Major General Reuben D. Jones, Commanding General of the Family and MWR Command, U.S. Army.  
*Invitation only.*

**Classic Comedy Jam: (8 p.m.)**

**Orpheum Theatre. Rickey Smiley & Friends.**

Tickets: \$52 plus service charges. All seats reserved. Tickets available at Ticketmaster outlets, Orpheum Theatre box office or to buy online [click here](#). To charge by phone, call 1-800-745-3000. From VIP parties, Coaches luncheons and Classic Comedy Jam - there are so many pre & post-game events that give thousands of fans reasons to come annually to the Southern Heritage Classic game. For full details: [http://www.southernheritageclassic.com/classic\\_events.asp](http://www.southernheritageclassic.com/classic_events.asp)

**Classic R&B Concert (9 p.m.)**

Harrah's Tunica/Event Center. Charlie Wilson with special guest, comedian Jay Lamont. Tickets: \$55 plus service charges. All seats reserved. Tickets available at Ticketmaster outlets or to buy online [click here](#). To charge by phone, call 1-800-745-3000.

**Saturday, September 11, 2010**

**Classic Tailgate: (8 a.m.)**

Liberty Bowl Memorial Stadium parking lot and Tobey Park. Food, music and fun.

**Ed “Too Tall” Jones Golf Classic: (8 a.m.)**

The Links at Cottonwoods. \$150 per person, includes green fee and 1/2 cart. For information, call (901) 398-6655. Net proceeds to benefit the Southern Heritage Foundation. Sponsored by Harrah's Tunica. Click here for the registration form.

**Classic Parade: (10 a.m.)**

Presented by the Orange Mound Parade Committee as a salute to the Southern Heritage Classic. The parade route is along Park Avenue from Haynes to Airways featuring area high school marching bands. For information, contact Claudette Boyd at (901) 413-7109 or online at [www.orangemound.vze.com](http://www.orangemound.vze.com).

**TYSON Classic Battle of the Bands: (10 a.m.)**

Whitehaven High School Stadium. The competition will feature the best high school show bands in the region with show-stopping dance routines. Tickets: \$7 advance admission, \$10 day of, plus service charges. Tickets available at Ticketmaster outlets or to buy online click here. To charge by phone, call (800) 745-3000. For information, contact Walter Banks Jr. at [walterbanksjr@aol.com](mailto:walterbanksjr@aol.com) or Andre Newsom at [anewsom01@yahoo.com](mailto:anewsom01@yahoo.com) or (901) 230-6973.

**Classic Fashions & Brunch: (11 a.m.)**

The Peabody/Grand Ballroom. Simply Elegant. Presented by the National Coalition of 100 Black Women - Memphis Chapter. Tickets: \$50. For tickets and information, contact Bettye Boone at (901) 831-8739 or online at [www.ncbwmemphis.org](http://www.ncbwmemphis.org).

**Southern Heritage Classic Football Game: (6 p.m.)**

Liberty Bowl Memorial Stadium. JACKSON STATE and TENNESSEE STATE Tickets: \$15, \$30 and \$45, plus service charges. All seats reserved. Tickets available at Ticketmaster outlets including the Liberty Bowl Memorial Stadium Box Office (opens Aug. 16) or to buy online click here. To charge by phone, call (800) 745-3000.

**AutoZone Halftime Show** featuring JSU's The Sonic Boom of the South and TSU's Aristocat of Bands

**Classic 5th Quarter**

Immediately after the game. A grand finale for the Southern Heritage Classic football game featuring a fireworks spectacular by Pyro Shows and a battle of the bands. Sponsored by Tyson Foods.

**Sunday, September 12, 2010:**

**Classic Catwalk & Hair Show: (3 p.m.)**

Holiday Inn University of Memphis. Produced by Tiffany Gary. Tickets: \$30 advance admission, \$40 day of. For tickets and information, call 901-409-9740, email to [tiffany.promo@gmail.com](mailto:tiffany.promo@gmail.com) or online at [www.classichairshow.com](http://www.classichairshow.com).