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FOOD WORLD MAGIC CITY CLASSIC IS THE MOST ATTENDED BLACK COLLEGE FOOTBALL GAME IN THE COUNTRY

(BIRMINGHAM, AL) – The Food World Magic City Classic presented by Pepsi is pleased to announce that last year’s game between in-state rivals Alabama A&M University and Alabama State University topped the list of most attended black college football games in the country during 2007. This is the first time the Food World Magic City Classic has finished first on this list compiled annually by the Onnidan Group. Drawing more than 68,593 fans, the game set an all-time attendance record. The Magic City Classic ended a six-year streak previously held by The Florida Classic, which features Florida A&M University and Bethune-Cookman University. [Click here](#) to view a complete attendance list of the 2007 black college football Classics.

“We have worked really hard to make the Magic City Classic not just a football game, but also a social event for family reunions, alumni groups and corporations,” said Faye Oates, Executive Director of the Magic City Classic. “This announcement motivates us to make sure that next year’s Classic remains the largest in the country. This helps establish Birmingham as a great host of major sporting events.”

Food World will remain as the title sponsor of the 67th Annual Magic City Classic in 2008, a partnership it has enjoyed since 2002. Food World has been an aggressive marketing partner for the game selling thousands of tickets annually inside their stores.

“Food World is proud to be associated with this great football classic,” said Kent Moore, President of Bruno’s Supermarkets, LLC. “Many of the fans of this game support our Food World stores, and our title sponsorship is one way we can give back to the community.”

“This announcement puts such a positive image on the City of Birmingham, and it puts us on a national stage,” said Deborah Vance, Chief of Staff for the Birmingham Mayors Office. “The City of Birmingham will continue its efforts to make the city a place where spectators will want to continue to visit and support. This is a great accomplishment for our entire community, and we look forward to working with the Alabama Sports Foundation for years to come.”

The Alabama Sports Foundation has managed all aspects of this Classic since 2000. The financial records for this game are in the final stages of being closed and exact amounts are not available, but both schools will reap record financial payouts from this year’s game. The 67th annual Food World Magic City Classic will be held at Legion Field in Birmingham on Saturday, October 25, 2008.

www.themagiccityclassic.com

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