



My Bayou Classic

FOR IMMEDIATE RELEASE

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Thanksgiving Weekend was Busy in New Orleans

Reports for Attendance for the 38th Annual State Farm Bayou Classic® Show Increase

NEW ORLEANS –This year’s 38th Annual State Farm Bayou Classic® brought several new events to New Orleans and thousands of visitors to the city.

The Bayou Classic is the annual extravaganza bringing the fans and alumni of Southern University and Grambling State University to New Orleans each November for a celebration of football, family and the traditions and pageantry surrounding Historically Black Colleges and Universities. With an estimated economic impact of \$30 million, the Bayou Classic is an important event for the City of New Orleans.

The official count for ticket sales to this year’s State Farm Bayou Classic®, as calculated by Ticketmaster with the addition of credentials, is:

Battle of the Bands and Greek Show: 23,280

State Farm Bayou Classic®: 44,015

Battle of the Bands saw an increase of attendance of some 1,375 and the State Farm Bayou Classic® saw an increase in attendance of some 2,500 from the previous year.

“It is exciting to see the increase in attendance in both events this year,” said Dottie Belletto, President and CEO of New Orleans Convention Company, Inc. (NOCCI), the management firm of the State Farm Bayou Classic®. “Our relationship with the Bayou Classic began in March 2011 and it is a testament to the hard work and dedication of both schools to make Bayou Classic a family event that provides something for alumni, visitors and the citizens of New Orleans.”

A number of new events were added to this year’s Bayou Classic, including the Bayou Classic Thanksgiving Day Parade, Bayou Classic Golf Tournament at Joe Bartholomew Golf Course in Pontchartrain Park, the Seagram’s My Bayou Classic House Party and an Inspirational Gospel Brunch.

Reports from the New Orleans Convention & Visitors Bureau show that hotel occupancy for Friday night was 93 percent and Saturday was 92 percent. It is projected that Bayou Classic brings 200,000+ visitors to the city annually.

“The Bayou Classic has always been about football as well as the festive meeting of rival teams, bands and fraternities and sororities in competition for bragging rights until the next year,” added Belletto. “Our efforts to broaden the events and festivities for Bayou Classic are making an impact as we see more visitors and more attendees.”

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