



## News Release

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### **100 BLACK MEN OF ATLANTA DONATE \$50K OF BANK OF AMERICA ATLANTA FOOTBALL CLASSIC PROCEEDS TO STUDENT VICTIMS OF KATRINA**

100 Black Men of Atlanta, Inc., presenters of the Annual Bank of America Atlanta Football Classic announced today it will donate \$50K of the proceeds from the September 24<sup>th</sup> game and the week's celebration of events to the student victims of Hurricane Katrina that will be entering the Atlanta Public School system (APS).

"Our members unanimously agree that Hurricane Katrina is an event that requires the immediate attention and action of the entire nation from governments to communities to individual citizens," said John T. Grant, Jr., executive director of 100 Black Men of Atlanta. "This game is a community event put on by the community and benefiting the community; we consider this our small part to support Katrina victims with whom we now share our community."

The largest of The 100's fundraising activities, The Classic is a week-long celebration of excellence in Atlanta that will culminate in a sold-out college football game on September 24<sup>th</sup>. The game, which evenly pits longtime rivals, Tennessee State University and Florida A&M University against one another in a classic gridiron match includes a pre-game Battle of the Bands as well as a full, half-time showdown. This year there will be a Friday night Band "Jam" boree at Phillips Arena featuring the bands from FAMU and Tennessee State.

The third largest recurring college sporting event in Georgia. The Classic generates more than \$30M in Georgia's economy each year and now has a permanent exhibit located in the Dome commemorating its success. Atlanta Journal-Constitution, Atlanta Life Financial Group, Blue Cross Blue Shield of Georgia, Coors, Delta, Ford, Georgia Power, MARTA, McDonald's, Nike, Remy Cointreau, Russell Corp, State Farm, Turner, Tyson Foods, UPS and Verizon join title sponsor Bank of America to make this event possible. This event has raised more than \$2.6M for Project Success and more than \$6M in contributions to the participating universities.

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Additional events include a Coaches' Press Conference; a Town Hall Meeting on African American Health Issues; a Collegiate 100 Debate; Health, Job & College Fairs, a Corporate Corner; Pre- game Receptions and a Parade of Excellence.

Local officials estimate there are between 12,000 to 25,000 evacuees in the Atlanta area. Many of those are school-age children. Last year's Bank of America Atlanta Football Classic grossed almost \$4M.

For booking information, please contact Eugenia Harvey at [eharvey@symmetrygroup.us](mailto:eharvey@symmetrygroup.us) or call the numbers listed above.

**About 100 Black Men of Atlanta, Inc.**

The mission of 100 Black Men of Atlanta, Inc. is to provide support and improve the quality of life for African Americans, particularly African-American youth, in the Atlanta community. The 100 is one of the city's strongest, most self-reliant African-American volunteer organizations focused on education, enrichment and empowerment.

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