



FOR IMMEDIATE RELEASE

R&B Music Group Bell Biv DeVoe Named Ambassadors for the State Farm Magic City Classic presented by Coca-Cola

Highly Anticipated Announcement Made Today via @MagicCTClassic Twitter

Birmingham, Ala. (Sept 30) – The State Farm Magic City Classic presented by Coca-Cola announced this morning on Twitter ([@MagicCTClassic](https://twitter.com/MagicCTClassic)) that the American hip-hop and R&B music group Bell Biv DeVoe, also known as BBD, has been named this year's ambassadors for the October 25th game at Legion Field. And, for the first time ever, the ambassadors will also perform in the post-game concert.

Ricky Bell, Michael Bivins and Ronnie DeVoe formed after branching off from the pop group New Edition, which reached its height of popularity during the 1980s. New Edition helped lead the way for groups like New Kids on the Block, Backstreet Boys and Boyz II Men.

Bell Biv DeVoe's hit album, "Poison," from the 1990's reached number one on Billboard's R&B/Hip-Hop chart and sold over three million copies. They have been recognized at the Soul Train Music Awards for Best R&B/Urban Contemporary Album of the Year, Group, Band or Duo, and they are currently working on their fourth album.

"We are excited to name Bell Biv DeVoe not only as our ambassador, but also as a performing act in the post-game concert at Legion Field," stated Nicole Hubbard of the State Farm Magic City Classic. "They will continue the legacy we have set of bringing in top-notch celebrities to represent the game and participate in game festivities. It will be exciting for Bell Biv DeVoe to not only serve as the ambassador, but also entertain the fans with some of their top hits."

For access to the post-game concert with Bell Biv DeVoe, fans must purchase a game ticket into Legion Field. A \$20 general admission or \$25 reserved seat ticket will give fans access to the game between Alabama A&M University and Alabama State University, the much-anticipated halftime show by the Marching Maroon and White and the Mighty Marching Hornets, along with a night of fun as Bell Biv DeVoe takes the stage to entertain for the post-game concert.

Bell Biv DeVoe will be added to the long list of A-list celebrities who have previously served as ambassadors for the State Farm Magic City Classic including Ice Cube, Bootsy Collins, LisaRaye, Sinbad, Wendy Williams, Charles Barkley, Vivica A. Fox and more.

This is the first of several celebrity announcements the State Farm Magic City Classic has made, and fans and media should follow the classic on social media to be the first to know the latest news from the classic.

Twitter: [@MagicCTClassic](https://twitter.com/MagicCTClassic)

Facebook: [State Farm Magic City Classic](https://www.facebook.com/StateFarmMagicCityClassic)

Instagram: [@MagicCityClassic](https://www.instagram.com/MagicCityClassic)

For more information on the State Farm Magic City Classic or to purchase tickets, visit www.themagiccityclassic.com.

About the State Farm Magic City Classic presented by Coca-Cola:

The State Farm Magic City Classic presented by Coca-Cola is the largest historically black college and university (HBCU) football game in the country. Alabama A&M University and Alabama State University play in the game annually at Legion Field in Birmingham, Alabama, and the winner could potentially earn a spot in the SWAC Championship.

Festivities surrounding the event include the Magic City Classic Alumni Pep Rally, McDonald's Magic City Classic Parade, Coors Light Pre-Game Tailgate Party and of course the famed halftime show performed by the Marching Maroon and White and the Mighty Marching Hornets. For more information, visit www.themagiccityclassic.com.

##

Media Contact:

Jessica Sciacca

Alabama Sports Foundation/Bruno Event Team

205.919.2332

jsciacca@brunoeventteam.com