



NEW YORK URBAN LEAGUE

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FOR IMMEDIATE RELEASE

OVER 40,000 PARTICIPATED IN NEW YORK URBAN LEAGUE
38TH ANNUAL FOOTBALL CLASSIC
New York tradition returns to the Meadowlands

October 4, 2009 - On September 19, 2009 the 38th Annual NYUL Football Classic to support the scholarship fund and other educational programs at the New York Urban League took place at Giants Stadium. Over 40,000 were in attendance for the days festivities. The Classic was filled with fun, friends, food and a fierce game between Winston-Salem State Rams and Morgan State Bears. The final score had Morgan on top 16 to 10 but the real winners were those in attendance. The 40,000+ crowd helped the New York Urban League raise money for the Whitney M. Young, Jr. Scholarship Fund and other educational programs at the League.

This game, which is back from a one-year hiatus, was a great success thanks in large part to the support of its sponsors, the Daily News, WBLS, Yankees and WPIX. Among the many who enjoyed the game, MTV VJ Sway served as host, while Winston-Salem State University Chancellor Donald Reaves, Morgan State President Earl Richardson, actor Harry Lennix, pro-football Hall of Famer Harry Carson, New York Deputy Mayor Dennis Walcott, Manhattan Deputy Borough President Rose Pierre-Louise and New Jersey Governor Jon Corzine enjoyed the day's festivities.

“The New York Urban League Football Classic is like a big HBCU homecoming for those who cannot make it back to their respective Alma Maters every year. The game day crowd not only enjoyed a thrilling game which ended in overtime, but were given a chance to take in the Black College Football experience.” said Arva Rice, President and CEO of the New York Urban League. The day's events including a battle of the bands, full half-time show, vendors market, and of course, tailgating.

Almost 200 vendors from across the Eastern seaboard set up tables in the Giants Stadium parking lot. Here one had the opportunity to buy HBCU and historically theme tee shirts and paraphernalia. Right across the lot, our Greek brothers and sisters wore their colors proudly as those in attendance were treated to good food and a few occasional impromptu step show contests.

Despite the one year absence, the support for the New York Urban League Football Classic never went away. “The Game is Back” was the rallying cry heard around the area and on September 19th the 40,000+ crowd in attendance was treated to a much anticipated and celebrated return. Welcome back to the Football Classic!

About The New York Urban League: (www.nyul.org) The New York Urban League (NYUL) has a rich history and long legacy of service to New Yorkers. The NYUL was founded in 1919 by an inter-racial group of concerned New Yorkers in response to the difficulties faced by African Americans migrating from the agricultural and rural south, to the industrial, urban centers of the north. Today, the mission of the New York Urban League (NYUL) is to enable African Americans and other underserved communities to secure a first class education, economic self-reliance and equal respect of their civil rights through programs, services and advocacy. Some of their signature programs include the Frederick Douglass Awards Dinner, the Whitney M. Young Classic and the Champions of Diversity Breakfast. The New York Urban League, Inc. is one of the local affiliates of the National Urban League, a nonprofit, nonpartisan, multi-ethnic, social service organization celebrating its 90th anniversary this year.

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