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NERJYZED ENTERTAINMENT NAMED TITLE SPONSOR OF THE BATTLE OF THE BANDS AND GREEK SHOW DURING STATE FARM BAYOU CLASSIC® WEEKEND

New Orleans, LA – Organizers of the State Farm Bayou Classic® are pleased to announce that **Nerjyzed Entertainment** has signed on as the new title sponsor of the Battle of the Bands and Greek Show, held annually in New Orleans on the Friday evening before the State Farm Bayou Classic®. The event is now officially called the **Nerjyzed Entertainment Battle of the Bands and Greek Show** and will take place on Friday, November 27 at the Louisiana Superdome.

Headquartered in Baton Rouge, Louisiana, **Nerjyzed Entertainment** is a privately held, African American owned digital entertainment media development and publishing company. **Nerjyzed Entertainment**, founded in 2003, is helmed by Jacqueline Beauchamp and Sidni Lloyd-Shorter who mutually share a passion for creating positive interactive products for the urban market. Nerjyzed's executive team has decades of experience in technology, interactive entertainment and mainstream media, holding top-level positions at companies such as Microsoft, Sony, Motorola, IBM, Electronic Arts, Nickelodeon, ABC Radio Networks, DNA Productions, Mythic Entertainment, and Bethesda Softworks.

"As a Southern University Alum, the Bayou Classic has been a part of my life for many years and it is an honor for **Nerjyzed Entertainment** to be the title sponsor of the Battle of the Bands and Greek Show for this year's Classic," said Nerjyzed Entertainment's Co-Founder and CEO Jacqueline Beauchamp. "In the spirit of tradition of this great historic gridiron battle, **Nerjyzed Entertainment** is proud to be an intricate partner in this year's event. We celebrate Southern University, Grambling State University, and the Greek Organizations and look forward to future endeavors to foster a deeper awareness of innovation in the interactive digital media arena."

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“We are thrilled to have **Nerjzed Entertainment** as our new partner for the **Nerjzed Entertainment Battle of the Bands and Greek Show**,” said Cydni L. Bickerstaff, CEO of the Bickerstaff Group. “Nerjzed is a great company, and they always show support for historically black colleges and universities. We appreciate their support and hope this is the beginning of a long and positive relationship.”

The legendary rivalry between the bands from Southern University and Grambling State University is always one of the most talked about events of the State Farm Bayou Classic® weekend. Every year, the two bands battle it out to see who is the best of the best. Bragging rights are on the line, and each band works hard to be crowned champion of this historical event. In addition to the bands, fraternities and sororities participate in the Greek Step Show. The pageantry of the Step Show is always a fan-favorite with choreography and music that gets the crowd excited for all of the events this wonderful weekend has to offer.

Tickets for **The Nerjzed Battle of the Bands and Greek Show** are \$15 in advance and \$20 at the door. Tickets for the State Farm Bayou Classic® range from \$15 - \$50. All tickets can be purchased by calling Ticketmaster at 800-488-5252, online at www.ticketmaster.com or at the Southern University and Grambling State University Box Offices.

For additional information, current updates and hotel information please visit the website, www.statefarmbayouclassic.com or contact The Bickerstaff Group at 202-363-2375 or tickets@statefarmbayouclassic.com.

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