



For Immediate Release

Contact: Jamie Carlington or Pat Hooks
jcarlington@mbcnetwork.com or phooks@mbcnetwork.com
(404) 350-2509(o); (404) 808-9945 (c)

MBC Sports Presents the SWAC Championship... LIVE!

December 5, 2003—Atlanta, GA – As MBC Network winds up its 2003 historical season of Black collegiate football coverage the network continues to bring sports fans all the live excitement and flavor of the final games. On Saturday, December 13th, MBC will present the Southwestern Athletic Conference (SWAC) Championship between Alabama A&M University and Grambling State University. The action kicks off at 2:00pm (eastern) from Legion Field in Birmingham, AL.

Over the years the SWAC's name has become synonymous with turning out some of the most illustrious football alumni from any black school conference. Many of those great players, include the late great Walter Payton (Jackson State); Lem Barney (Jackson State); and David "Deacon" Jones (Mississippi Valley) have gone on to set amazing records during their well-known careers. MBC's legendary sports caster, Charlie Neal has been covering Black College Sports for many years and recognizes the importance of media coverage for both the school and athlete. "There is such a wealth of sports history and talented athletes associated with HBCU sports programs. With the national exposure that MBC Network is providing for these institutions and their athletes, both will hopefully continue to flourish. MBC Network is proud, for the second year in a row, to provide live coverage of this year's SWAC Championship."

The SWAC Championship weekend has grown over the years and is now packed with two full days of events and plenty of celebrities. MBC Network owner and former New York Yankee All-Star, Cecil Fielder; R&B singer Genuwine; and actor/comedian Tommy Davidson are among the many celebrities scheduled to be on hand for the fun-filled weekend of sports excitement. This year's events include, an empowerment summit entitled "Knowledge Is Power" on Friday, Dec. 12 at the Jefferson Civic Center featuring special celebrity guests and the SWAC Drum Lines. Saturday's post game events include, the first SWAC post-game "Stompfest" with fraternities and sororities from all over the south "stepping" to represent their organization. Hip-hop group, Nappy Roots, will keep the party going throughout the evening with a live performance. Tickets for all the weekend events are available through Ticketmaster.

If you're not receiving the best in Black College Sports coverage in your area contact your local cable operator before January 10, 2004, when MBC picks up the action on the court for the 2004 basketball season.

About MBC Network

Major Broadcasting Cable Network, (MBC) is America's first minority owned and operated, 24-hour cable network committed to providing wholesome entertainment for the entire family. The vision of MBC Network is to provide intelligent, family oriented programming that embraces values in the business, entertainment, sports, non-profit and government sectors. MBC Network demonstrates its commitment to the community that it serves by providing and reinforcing positive messages in program content and through direct engagement in the community.

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