



For Immediate Release

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By Popular Demand: Clark Atlanta University Selected to March in Atlanta for the Honda Battle of the Bands

ATLANTA (Nov. 17, 2003) – From a field of 43 Historically Black College and University (HBCU) marching bands 10 have been selected (see attached) to perform at the second annual **Honda Battle of the Bands Invitational Showcase** January 24th at the Georgia Dome. With all the votes tallied, Clark Atlanta University will join the field in the only national program showcasing the pageantry and showmanship of HBCU bands.

Band selection for the *Invitational Showcase* was based on an on-line fan opinion survey (33.3 percent), as well as opinion surveys completed by HBCU presidents and conference commissioners (33.3 percent) and band directors (33.3 percent). School officials were not allowed to vote for their own school. The 43 participating bands were judged on showmanship, musicianship and fan interaction during the *Celebration Tour*, which took place during the college football season.

As sponsor of the **Honda Battle of the Bands**, American Honda Motor Co., Inc. will have awarded \$143,000 in grants to marching bands as part of this program.

“We have received an overwhelming response from people around the country who want to attend this unique and exciting event,” said Wendell Bugg, manager of American Honda Corporate Affairs and Communications. “This national program was created to celebrate, support and recognize the excellence of the black college bands, which have long been an important part of HBCU culture. It’s not about competition, but rather the camaraderie that exists between the HBCU bands and their fans.”

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Honda Battle of the Bands

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The **Honda Battle of the Bands** program includes two components, a *Celebration Tour*, which will run through Nov. 22, and the *Invitational Showcase* finale event. The *Celebration Tour* provided an opportunity for 43 participating schools to earn a \$1,000 grant for their halftime performances at selected football games during the fall. Each of the 10 *Invitational Showcase* participants will receive a \$10,000 grant.

Tickets are now on sale for the *Invitational Showcase* and can be purchased through Ticketmaster and at the Georgia Dome box office. More than 60,000 fans from across the country are expected to experience this dynamic event at the Georgia Dome – the largest and only national showcase of HBCU marching bands in the country. Reserved seats for this fan-friendly event are \$10 each.

Honda's long-term relationship with HBCUs was established 15 years ago through the **Honda Campus All-Star Challenge**, which showcases the educational talents of HBCU students. Together with the **Honda HBCU Battle of the Bands** these programs highlight the unique and unsurpassed educational and cultural experience only found at America's HBCUs.

Fans can find out more information on tickets and details about the **Honda HBCU Battle of the Bands *Invitational Showcase*** by visiting www.hondabattleofthebands.com.

2004 Honda Battle of the Bands Invitational Showcase Participants

- Johnson C. Smith University, representing the Central Intercollegiate Athletic Association
- Virginia State University, representing the Central Intercollegiate Athletic Association
- Bethune-Cookman College, representing the Mid-Eastern Athletic Conference
- Florida A&M University, representing the Mid-Eastern Athletic Conference
- Clark Atlanta University, representing the Southern Intercollegiate Athletic Conference
- Tuskegee University, representing the Southern Intercollegiate Athletic Conference
- Alabama State University, representing the Southwestern Athletic Conference
- Southern University, representing the Southwestern Athletic Conference
- Savannah State College, Independent
- Tennessee State University, Independent