



**For Immediate Release**

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## **Ten HBCU Marching Bands Slated To Raise The Roof on Atlanta's Georgia Dome at the 2007 *Honda Battle Of the Bands***

***More than 2,000 Black college musicians on tap to be stars on the field and screen as nation's premiere black college showcase announces production of first-ever DVD***

(LOS ANGELES, CA - November 13, 2006) – They're back—in high-stepping fashion, and soon to be in vibrant, high-definition digital color! The stage is set once again as ten of America's top Historically Black College and University (HBCU) marching bands are prepping to throw down the gauntlet, and take their places in history in the "Super Bowl" for marching bands: The fifth annual *Honda Battle of the Bands*.

From the dignified, ever in command band directors, to the acrobatic drum majors, the scintillating dance teams and the scene-stealing drumlines, it's on and crackin' as Honda's milestone fifth anniversary showcase prepares to bring down the house at the Georgia Dome on January 27, 2007. This year, some 2,000-plus HBCU student-musicians will emerge not just as stars of this unique and entertaining show, but also will debut as headliners in their own right as the first-ever *Honda Battle of the Bands* DVD will be produced. Proceeds from the DVD will benefit the participating college's music programs.

The *Honda Battle of the Bands* Invitational Showcase continues to distinguish itself as one-of-a-kind, featuring ten black college marching bands in one place, at one time. Now in its fifth year, the show remains fresh each year by staging a wide variety of music, marching and playing styles from a variety of the nation's Historically Black College and University marching bands and incorporating themes that are relevant to the African American community. The 2007 event will not disappoint, with crowd-pleasing surprises in store for fans of all ages. The 10 bands, nominated from a field of 41 participating HBCUs during the fall *Celebration Tour*, are preparing to march on the Dome with all new routines, riveting choreography and contemporary R&B, funk, Hip-Hop, classical and jazz song stylings.

The lineup of colleges now set to march on the Dome in the largest and only national scholarship program showcasing the pageantry, heritage and showmanship of black college bands for 2007 is:

- Virginia State University and North Carolina Central University, representing the Central Intercollegiate Athletic Association (CIAA);
- Bethune-Cookman College and Norfolk State University, representing the Mid-Eastern Athletic Conference (MEAC);
- Clark Atlanta University and Albany State University, representing the Southern Intercollegiate Athletic Conference (SIAC); and
- Prairie View A&M University and Alabama State University, representing the Southwestern Athletic Conference (SWAC);
- Langston University and Central State University, both independents.

## **10 HBCU Bands Ready for 2007 HBOB/2**

"Participating in the *Honda Battle of the Bands* for four consecutive years has been a privilege for our students, and has certainly enhanced our music program," said Donovan Wells, director of bands for the Daytona Beach, Florida-based Bethune-Cookman College Marching Wildcats. "The fifth anniversary of this program should be celebrated not just by American Honda and HBCU's, but also by us at B-CC. We are humbled to be included in the first DVD, and we'll be pulling out all of the stops to bring another dynamic new show to Atlanta in January."

"American Honda is pleased to continue its proud association with Historically Black Colleges and Universities and their students through this program, and our other college-based initiatives," said Barbara Ponce, manager of Emerging Markets National Advertising for Honda. "Five years is a milestone for any event, yet each time these student artists seem to improve upon the previous year's show to the point that it sells-out the Dome, and takes the *Honda Battle of the Bands* to the next level," she adds. "The new DVD project brings the pageantry, showmanship and rich history of the nation's Historically Black College and University marching bands to a wider audience, and the student artists and HBCUs certainly deserve this kind of recognition."

HBCU commissioners, presidents, band directors and fans judged the 41 participating bands on showmanship, musicianship and fan interaction during the *Celebration Tour*, which took place during this fall's college football season. School officials were not permitted to vote for their own school. As sponsor of the *Honda Battle of the Bands*, American Honda Motor Co. will award \$141,000 in grants to the HBCU bands. The 10 institutions received a \$1,000 grant for their performances during the Celebration Tour, while each of the participating Invitational Showcase schools additionally will receive a \$10,000 grant for their music programs.

Tickets to the *Honda Battle of the Bands* are \$10 for reserved seating, and can be purchased at Ticketmaster or via the Georgia Dome box-office. Interested high school students and their parents are also welcomed to visit the *Honda Battle Of the Bands* recruitment fair, taking place from 10:00 a.m. – 2:00 p.m. the day of the event, at the Georgia World Congress Center, to learn more about the nation's black colleges, their music programs, scholarships and admissions requirements.

Honda's long-term commitment to HBCUs was established 17 years ago when the company introduced the Honda Campus All-Star Challenge, a program designed to showcase the academic gifts of HBCU students. For more information about the *Honda Battle of the Bands*, visit [www.HondaBattleoftheBands.com](http://www.HondaBattleoftheBands.com).