

Fans, Football and Fun at the MEAC/SWAC Challenge Presented by Disney

LAKE BUENA VISTA, Fla., August 2, 2013 - On Sunday, Sept. 1 at the Citrus Bowl, the Delta Devils of Mississippi Valley State will battle the FAMU Rattlers at the 9th annual MEAC/SWAC Challenge presented by Disney. The game and the activities leading up to it showcase Historically Black Colleges and Universities (HBCU) and the importance of diversity and education.

"We are excited for the 9th annual MEAC/SWAC Challenge and looking forward to a weekend of fun with all the fans, players and bands," said Belinda Frazier, manager, Domestic Minority Business Development for Walt Disney Parks and Resorts. "Being able to support diversity and education and offer fans more than a game is a key part of our commitment to the community."

The activities leading up to the game begin Thursday, Aug. 29 with a career panel for students at Evans High School and on Friday, each school's teams and coaches participate in the kickoff reception. Fans can have a full day of fun on Saturday, beginning with a free pep rally with both schools at Downtown Disney and continuing with a lively bands showcase at Epcot (park admission required) and the Legends reception which honors HBCU alumni and their contributions to sports and society.

Jenny Gibson-Linkh, principal at Evans High School, says the career panel of sports business professionals will help students see how they can pursue their dreams. "There are multiple opportunities in the world of sports that are just as important as playing the game," she said.

On game day, fans can kick off with pre-game praise at Tinker Field at 8 a.m., then have fun at the Great Heart & Soul Tailgate beginning at 9 a.m. FAMU faces MVSU at 11:45 a.m. in the Citrus Bowl.

Tickets for the 2013 event are on sale now. Travel options to attend the MEAC/SWAC Challenge in Orlando are offered by Anthony Travel, the event's official travel provider. Offerings include discounted hotel accommodations, game tickets and specially-priced Theme Park Tickets. For more information, visit www.AnthonyTravel.com/MEACSWAC or call (888) 632-6951 for additional information.

The MEAC/SWAC Challenge is owned and operated by ESPN Regional Television (ERT), a subsidiary of ESPN. For more information about the MEAC/SWAC Challenge, or to join the event's following on Facebook and Twitter, visit the event's official Web site at www.meacswacchallenge.com.