



# My Bayou Classic

New Orleans 11|26|11  
1:30 pm

[www.MyBayouClassic.com](http://www.MyBayouClassic.com)

October 17, 2011

## *State Farm Bayou Classic® to ensure that fans purchase licensed merchandise*

The 38th Annual State Farm Bayou Classic® will be held Saturday, November 26, 2011 in the Mercedes-Benz Superdome. As Grambling State University and Southern University players and coaches prepare for the big match-up, Bayou Classic and University officials, in conjunction with the Collegiate Licensing Company (CLC), are taking necessary measures to address potential counterfeit and unlicensed merchandise in the New Orleans area.



State Farm Bayou Classic has formed exclusive partnerships with Gulf South Animation Motion Technologies (GSA) - an African-American company - Knights Apparel and Russell Athletic. License agreements with additional apparel companies will not be granted for this year's program.

Bayou Classic fans are encouraged to "look for the label" in order to ensure that the merchandise they purchase is officially licensed, as the royalties generated go back to the respective universities for campus development opportunities.

For updates on the State Farm Bayou Classic, go to [www.MyBayouClassic.com](http://www.MyBayouClassic.com).

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