



Media Release **Public Relations**

FOR IMMEDIATE RELEASE

Contact: Tommiea P. Jackson

Date: September 19, 2007

Administration Tower, Second Floor
Post Office Box 17490
Jackson, MS 39217
Fax: (601) 979-5833
Phone: (601) 979-2950
(601) 979-2272
Cellular: (601) 503-5749
Web: www.jsums.edu
Email: tommiea.p.jackson@jsums.edu

Southern Heritage Classic nets fun, funds for JSU

(JACKSON, Miss.) – More than 50 Jackson State University students The 18th Annual Southern Heritage Classic festivities in Memphis, Tenn. brought fun and funds for Jackson State University.

During the Sept. 8 events, Jackson State President Ronald Mason Jr. accepted \$10,000 from Tyson Foods and \$50,000 from Fed Ex.

Both companies repeated their gifts from 2006, where JSU annually battles Tennessee State University in one of the biggest football rivalries of the year. Tyson's 2006 contribution benefited the JSU athletics program. This year's funds will support the university's marching band, The Sonic Boom of the South.

FedEx's second annual contribution of \$50,000 supports an endowed scholarship founded in 2006. The scholarship is for entering freshmen with a minimum 3.0 grade-point average who demonstrate a strong community service background and financial need.

"Once again, FedEx and Tyson have shown their support of what we are doing at Jackson State University," said Evangeline Robinson, executive director of the Jackson State University Development Foundation. "It is our students who benefit from their generosity and, for that, we are grateful."

The funds also support the Campaign for Jackson State, the university's effort to raise \$50 million for financial aid, faculty and staff development and program support. For more information on the campaign, visit <http://campaign.jsums.edu/>.

– JSU –

About Jackson State University

Jackson State University, founded in 1877, is a historically black, high research activity university located in Jackson, the capital city of the state of Mississippi. Jackson State's nurturing academic environment challenges individuals to change lives through teaching, research and service. Officially designated as Mississippi's Urban University, Jackson State continues to enhance the state, nation and world through comprehensive economic development, health-care, technological and educational initiatives. The only university in the Jackson metropolitan area, Jackson State is located near downtown, with three satellite campuses throughout the city. For more information, visit www.jsums.edu.