



Convention & Visitors Bureau

News Release

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GROUP TICKETS SELLING FAST FOR THE INAUGURAL LITERACY CLASSIC

San Jose State University Hosts Grambling State University on August 23, 2003

SAN JOSE, CALIF. The San Jose Convention and Visitors Bureau (SJCVB), in conjunction with the Literacy Classic Organization, today announced that group tickets for the long anticipated Literacy Classic are selling fast. Alumnae and other groups interested in purchasing group tickets, which consist of 20 tickets or more, are urged to purchase tickets sooner rather than later. The Literacy Classic brings the San Jose State University Spartans head-to-head with the Grambling State University Tigers on August 23, 2003 at 3:00pm, at Spartan Stadium.

Group tickets are being sold via the San Jose Concierge, SJCVB award-winning concierge service. Groups interested in ordering tickets can call 1.888.SAN.JOSE (1.888.726.5673) or visit the Visitor Information and Business Center (VIBC) located inside the San Jose McEnery Convention Center. For added convenience, groups can download the Literacy Classic Group Preferred Seating Ticket Order Form by visiting <http://www.literacyclassic.org/tickets/group.html>. Individual ticket buyers (1-19 tickets) can purchase tickets through Ticketmaster.

Both individual travelers and groups who are interested in hotel accommodations can contact the San Jose Concierge for reservations. The San Jose Concierge can provide visitors information on what to do and where to go while staying in San Jose. For more information, contact the SJCVB at 1.888.SAN. JOSE.

"The Literacy Classic is an opportunity for San Jose to reveal itself as a coveted destination," said Dan Fenton, president and CEO of the SJCVB. "Literacy Week and the game itself are expected to attract tens of thousands of visitors. The success of the game and the week will help demonstrate the appeal of San Jose in hosting major events."

Literacy Week and Literacy Classic to Attract 65,000 Attendees

Literacy Week and the Literacy Classic are expected to draw 65,000 attendees from out of state and throughout the Bay Area. The August 16 opening of the new Martin Luther King, Jr. Library, a collaborative effort between the City of San Jose and San Jose State University, will kick-off Literacy Week, a week-long of events and festivities starting on August 18, that promotes literacy and academic achievement.

The Organizing Committee hopes the Literacy Classic will be successful enough to become an annual event. San Joseans not familiar with games such as Literacy Classic should expect a fun-

filled and festive week. Some of the events scheduled to occur include a Greek Show, Gospel Extravaganza, multi-cultural festival, and an appearance by the distinguished Grambling State University Drumline during the halftime show. For more information on events held during Literacy Week, visit the Literacy Classic web site at <http://www.literacyclassic.org>.

“The response to the Literacy Classic has surpassed our expectations,” said Andre V. Chapman, President of the Literacy Classic Organization. “We are hearing from groups all around the country who will be attending and helping make this one of the most significant events in the South Bay in many years.”

About Literacy Classic

The Literacy Classic Organization is a nonprofit entity, which aims to raise literacy awareness and generate capital to fund regional programs that support literacy and academic achievement. The 2003 Literacy Classic activities kick-off on August 18, 2003, with a week-long series of events promoting literacy and education. Literacy Week activities will feature a variety of events and special programs including team visits to children’s hospitals, readings with Bay Area youth, a Greek Show, gospel extravaganza, a multicultural tailgate party, post-game concert and dance and more. Literacy Week culminates on August 23, 2003, with the inaugural Literacy Classic, marking the first NCAA college football game of the 2003 season. The game will be nationally televised on ESPN2 and will include a special halftime performance by the world-renowned Grambling Tiger Marching Band. For additional information, please call (888) SAN-JOSE or visit www.literacyclassic.org.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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