



FOR IMMEDIATE RELEASE March 1, 2021

CONTACT
The Ajamu Group, LLC.
Email: events@ajamugroup.com
Tele: 248-223-0904

Detroit Football Classic postponed due to healthcare precautions

DETROIT – The Detroit Football Classic Weekend, a multi-year event scheduled for September at Ford Field featuring two HBCUs (Historical Black Colleges and Universities) announced it will postpone the Detroit Football Classic Weekend until further notice due to the healthcare precautions with large gatherings at sporting events in Michigan.

“Fan engagement and in-person game day attendance are a major part of the Detroit Football Classic Weekend. There is a concern about COVID-19 in large gatherings at sporting events, especially since the primary target audience for the Detroit Football Classic Weekend is the community that has been impacted by COVID-19, the African American consumer,” said Cheryl Parks Ajamu, Owner and Executive Producer of the Detroit Football Classic Weekend.

The Detroit Football Classic weekend is owned and produced by The Ajamu Group, LLC, a woman, and minority-owned firm based in Southfield, Michigan that provides national advertising media sales services, sponsorship acquisition, Corporate and Sporting Events planning. The Ajamu Group LLC also produces a diversity-themed event with a celebrity keynote speaker during the North American International Auto show Press week in Michigan, entitled the Multicultural Media Luncheon. For more information about the Detroit Football Classic Weekend, visit detroitfootballclassic.com or visit www.ajamugroup.com.

###

THE AJAMU GROUP, LLC.
29155 Northwestern Highway, #687
Southfield, Michigan 48034
Tele: (248) 223-0904 ~ Fax: (248) 223-0905
www.ajamugroup.com