



THE AJAMU GROUP

FOR IMMEDIATE RELEASE – May 27, 2016

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

DETROIT FOOTBALL CLASSIC RETURNS IN 2018

DETROIT – The Detroit Football Classic, the annual college football game featuring Historical Black College and University football teams is returning to Detroit in 2018. The trademark has been secured by The Ajamu Group, LLC, a national media advertising sales and event management firm based in Southfield, Michigan.

“We’re excited about the opportunity to bring this event back to Detroit”, said Cheryl Parks Ajamu, Founder & CEO of The Ajamu Group. Cheryl began her advertising media sales and event management career 16 years ago at Black Entertainment Television before she launched The Ajamu Group, LLC. in 2004.

The Detroit Football Classic is in its early stages of planning but organizers hope to include a concert, tailgating and a college fair for local students along with the football game. Several companies have expressed an interest in sponsorship.

The Ajamu Group currently produces an event in Detroit during the North American International Auto show, the Multicultural Media Luncheon, an awards program with a celebrity keynote speaker. The firm also secures advertising and sponsorships for *Latina*, a nationally distributed magazine for Hispanic females.

For more information about the Detroit Football Classic or The Ajamu Group, visit ajamugroup.com or call (248) 223-0904.

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THE AJAMU GROUP, LLC.
29193 Northwestern Highway, #687
Southfield, Michigan 48034
Tele: (248) 223-0904 ~ Fax: (248) 223-0905
www.ajamugroup.com