

CONTACT:

Liberty Bowl Memorial Stadium
335 South Hollywood
Memphis, Tennessee 38104
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Division of Park Services



FOR IMMEDIATE RELEASE

Southern Heritage Classic Parking & Tailgating

Memphis, Tennessee....Patrons seeking to tailgate for this year's Southern Heritage Classic need to be aware that all Tiger Lane tailgating spaces have been sold. There will be other tailgating options available for this year's game.

All non Tiger Lane tailgating spaces will be \$10.00 for cars and RV's per space on a first come first served basis. ***Spots will go on sale at 8:00 a.m. Thursday September 8th.*** The maximum number of spaces a person can purchase is 10. Tailgating areas are limited to dedicated areas.

To Access Tailgating Areas on Thursday morning:

Tiger Lane Tailgaters that have purchased tailgating spaces via Ticketmaster are to access the property via access 8 or 9 off East Parkway. Tiger Lane tailgaters must bring Ticketmaster tickets as proof of purchase to access tailgating space.

Coliseum Tailgaters must access the property via Access 11 off Southern Avenue.

Early Maxwell Tailgaters must enter the property on Central Avenue by Fairview School via Access 7

RV Tailgaters (with and without electrical connections) must enter the property off Central Avenue by Fairview School via Access 7

A few things you should know about tailgating:

- ◆ Tailgaters must make sure that all of their tailgating equipment/belongings fit into their assigned spaces as not to infringe upon other patrons, drive lanes, walkways or adjacent tailgating spots.
- ◆ Staking or drilling on the lawn or on any asphalted areas is not allowed.
- ◆ For safety and traffic flow, golf carts, ATV's and scooters are prohibited on the property and in Tiger Lane. Any utility trailer, flatbed, truck or vehicle carrying this type of equipment will not be allowed to enter the property. Also motorcycle cruising will not allowed.

GAME DAY GENERAL PARKING: The Liberty Bowl/Fairground parking lots will open at 8:00 a.m., Saturday September 10th. Parking spaces will be \$10.00 per space. Gates to the stadium for seating will open at 4:00 p.m. and kick-off is at 6:00 p.m. It is suggested that visitors planning to park on site, arrive early as parking is limited. Liberty Bowl/Fairground parking can be accessed via Access 7 (Central and Early Maxwell), Access 11 (Southern Ave. and Early Maxwell) Access 10 (off East Parkway). Tailgating is not allowed in general parking areas. Tailgating equipment (utility trailers, grills, tents, etc.) will not allowed in general parking areas. Tailgaters will be rerouted off site to find other areas for their accommodations.

ADA Parking is available in Red lot 7 and can be accessed via Access 3 off South Hollywood.

Passenger Pick Up and Drop Off will have two locations. Location 1 will be on Hollywood on the east side of Access 2 in the Bingswanger Glass Parking lot, prior to the game. Passenger pick up at the area will commence at the end of the game going Northbound only. Passenger drop off and pick up point 2 will be in the turn around off East Parkway at Access gate 8.

Memphis Police Department is prepared for overflow parking in the nearby residential areas with additional patrols in the area. Patrons are reminded to observe parking ordinances.

As patrons near the stadium, please be on the look out for electronic traffic information message boards. These message boards will let you know when fairgrounds/ general parking lots are full.

Make It Easy Take The Shuttle

To help relieve some of the parking challenges of this game, the Memphis Area Transit Authority will provide a “Football Express” leaving from 5 locations in the Memphis area. These shuttles will depart from the pick up locations at 4:00 p.m. The cost of the shuttle is \$5.00 per person, round trip.

Area	Pick-up Locations	Departure
East	<i>Germantown Village Square</i> 7700 Poplar Ave	4:00 p.m.
Southeast	<i>Halle Stadium</i> Mt. Moriah @American Way	4:00 p.m.
South	Southland Mall/Whitehaven Shelby Dr. @ Elvis Presley	4:00 p.m.
Downtown	Marriott Hotel Marriott Driveway	4:00 p.m.
Downtown	Peabody Hotel Union & Third	4:00 p.m.

Suggested driving routes to the Liberty Bowl Memorial Stadium

For those patrons using GPS systems, the official address of the Liberty Bowl Memorial Stadium is 335 South Hollywood, Memphis, TN 38104, but please be advised that due to a high volume of traffic, all routes may not be accessible.

From the South:

From Hwy 78/Lamar go westbound to Airways, turn right (north) on Airways to Fairgrounds parking.

From Hwy 78/Lamar, go westbound to Pendleton, turn right (north) on Pendleton to Southern, turn left (west) on Southern to Fairgrounds parking.

From I-240 take Airways north to Fairgrounds parking.

From the East:

From I-240, go north on Getwell, turn left (west) on Park, turn right (north) on Highland, turn left (west) on Southern to Hollywood to Stadium.

From I-240, go north on Getwell, turn right (east) on Park, turn left (north) on Goodlett, turn left (west) on Central to Hollywood and Stadium parking.

From I-240, go north on Perkins, turn left (west) on Poplar, turn left (south) on Hollywood to Stadium.

From the North:

Coming from the North, take I-240 or I-40 to Sam Cooper Blvd., go west on Sam Cooper to Hollywood, turn left (south) on Hollywood to the Stadium. Continue west on Sam Cooper to East Parkway, turn left (south) on East Parkway to Central, turn left (east) on Central to Stadium parking.

From the West:

From I-55-S; take I-240- N to Lamar (Midtown), turn right (east) on Lamar to Central, turn left on Central and continue eastbound to Hollywood and Stadium parking.

From I-40 (Miss. River Bridge), take I-240 S to Madison St. exit, go east (turn left) on Madison to East Parkway, turn right (south) on East Parkway to Fairgrounds parking.

