



For More Information, contact:  
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## THE STEVE HARVEY MORNING SHOW LIVE BROADCAST FAQ SHEET

### 1. What are the details of the Steve Harvey Morning Show in Orlando?

*The Steve Harvey Morning Show* will broadcast live from Amway Arena on Friday, Nov. 20 from 6 am –10 am, kicking off a weekend of football-related festivities. Nationally-syndicated in more than 64 markets and touting more than seven million listeners, *The Steve Harvey Morning Show*, presented by Comfort Inn, will bring its entire cast to Orlando, including Steve Harvey, Shirley Strawberry, Carla Ferrell and Nephew Tommy. Wear your school colors and show your pride!

### 2. How much does the live broadcast cost?

The radio broadcast, which will celebrate 30 years of the Florida Classic, is **FREE** and based on a first-come, first-served basis with general admission seating. Maximum capacity is 3,500 patrons. A ticket is not required for admission.

### 3. How can I purchase VIP seating for the broadcast?

To guarantee VIP seating in select rows of sections 101, 102, 122 at the broadcast, fans may purchase the King's Ticket Package, which also include tickets to the Florida Classic Kickoff Luncheon presented by Blue Cross and Blue Shield of Florida, the Battle of the Bands and the Florida Classic for \$105.00, per ticket. The King's Ticket Package can be purchased at the Florida Citrus Sports offices by calling 407.4232476. There are a limited number of VIP seats available, so purchase early to guarantee your best viewing.

### 4. What time do the doors open?

Doors open 5:30am. Please use the south side entrance to enter, as it is the only entrance open to gain entry into the event. The south side entrance is located on the Livingston Street side of Amway Arena. Seating is general admission and limited to the first 3,500 patrons.

### 5. Where do I park for the live broadcast?

On-site parking is \$10 per vehicle (cash only) and is available in the surface lots surrounding Amway Arena. Parking lots open at 4:30am. Please visit [orlandovenues.net](http://orlandovenues.net) for additional parking information. Lot 1 is located on the south side of Amway Arena and accessible via Livingston Street. Lots 3 and 4 are located on the north side of Amway Arena. If parking in these lots, walk towards the east side of the arena to gain entry into the event from the south side. Disabled parking is available in Lot 1 and provides the easiest access to the venue.

### About The Florida Classic

The Florida Classic is more than just a football game or an in-state rivalry, it is the largest football game between two historically Black Colleges in America. The competition between Florida A&M University Rattlers of Tallahassee against Bethune-Cookman University Wildcats of Daytona Beach is the top attended game in NCAA Division I-AA. Since its inception in 1978, the Florida Classic has had an attendance of over 1.4 million spectators, generating nearly \$30 million for the Florida economy.

The Florida Classic is known as much for the halftime marching band showdown as it is the game itself. Marching bands from both universities compete during the halftime show and at various events during the weekend. On the Friday prior to the Florida Classic, both bands perform after high school bands during the annual Battle of the Bands at Amway Arena.

The Florida Classic Consortium is a 501(c)3 not-for-profit Florida Corporation chaired by the Presidents of Florida A&M University and Bethune-Cookman University. All proceeds from the game and official ancillary events support the mission of B-CU and FAMU to provide educational opportunities through scholarships for all students.