



BETHUNE – COOKMAN UNIVERSITY

Founded in 1904 by Dr. Mary McLeod Bethune

Edison O. Jackson, Ed.D., Interim President

November 7, 2012

Dear Fellow Wildcats:

As we rapidly approach the end of a very successful 2012 football season, we want to collectively thank each of you who supported the Wildcats during the course of this season. However, each week presents a different set of challenges, and the challenge we presently face is to prove to the world the level of support that we provide to the Bethune-Cookman University and each of its programs.

Much has been said about the unfortunate incidents that transpired last year, which have adversely affected the momentum and success of the 2012 Florida Blue Florida Classic. Rumors have been rampant and for various reasons, many fringe supporters have elected not to attend this year's game. In our collective opinion, now is the most important time to support the Florida Blue Florida Classic.

Our title sponsor, Florida Blue, led the charge to show continued support of the Florida Blue Florida Classic. A sponsorship summit was held months ago where each of the corporate partners of the 2012 Florida Blue Florida Classic recommitted to remain on board and continue to provide vital sponsorship dollars required to guarantee the success of this national sports tradition.

In short, the success of the Florida Blue Florida Classic is crucial to the educational missions of both Bethune-Cookman University and Florida A&M University. Inasmuch, the revenue from this event serves to fund vital scholarships for deserving students on both campuses.

We know you have a vested interest in the success of the Florida Blue Florida Classic and without you the game and assorted activities would not be possible. We need your commitment and vital support of this event. With a championship football team and a national television viewing audience, we are asking all B-CU family members, as well as students on campus, to be present, visible and vocal in your support of the Maroon and Gold. The ESPN cameras will be focused on the B-CU side of the stadium.

We need everyone to purchase, minimally, at least one ticket; and if you cannot attend the game, we will donate it to a deserving student. The Ticket Box Office information is (386) 481-2465. You can ask for Kevin Doherty, Ticket Box Office Manager.

Sincerely,

Mr. Ray Brinson
President, National Alumni Association

Dr. Edison O. Jackson
Interim President