

SWAC Welcomed at the Texas Black Expo by the YEA Street Team

Written by Ashura M.I.R. Bayyan
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SWAC Football and Basketball Championships Get a Warm Houston Welcome at the Texas Black Expo by the Youth Entrepreneurship Academy Street Team

The Southwestern Athletic Conference (SWAC) is returning to its original roots in Houston and members of the Texas Business Alliance Youth Entrepreneurship Academy (YEA) are assisting in promoting the league's presence. The YEA Street Team supervised the SWAC booth at the Texas Black Expo held at the George R. Brown Convention Center, June 22-23, 2013.

Hundreds of SWAC booth visitors received information regarding the upcoming championships and entered to win tickets to the 2013 Toyota SWAC Football Championship at Reliant Stadium. The football championship is slated for Saturday, Dec. 7 at Reliant Stadium, and the 2014 Toyota SWAC Basketball Tournament will be held at the Toyota Center, March 11-15.

The 2013 Toyota SWAC Football Championship will also include the Battle of the Bands competition featuring all of the conference member institutions. The contest will begin immediately following the football championship game and admission is included with purchase of a game ticket.

"We are looking forward to our partnership with the City of Houston, Toyota Center and Reliant Stadium," said SWAC Commissioner Duer Sharp. "One of the primary objectives of the SWAC is to provide our student-athletes with the best championship experience. The opportunity to

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play in professional venues enhances the experience of our student-athletes and fans. We applaud events like the Texas Black Expo and participation from youth organizations like YEA in assisting the Houston community in becoming part of SWAC history.”

Houston City Council Member Larry Green visited the SWAC booth at the Texas Black Expo and shared, “We’re proud to welcome SWAC back to Houston. SWAC is considered the premier HBCU conference, ranking among the elite in the nation in terms of alumni playing with professional sports teams. Houstonians are loyal sports fans and coupled with playing in our state-of-the-art facilities, the SWAC Championships are sure to receive a warm Houston welcome and become an integral part of the Houston sports scene through 2015.”

“Each member of the YEA Street Team had a great time sharing the SWAC story at the Texas Black Expo,” said Texas Business Alliance Founder and CEO Jeffrey L. Boney. “As a graduate of the HBCU Texas Southern University, I join thousands of Houstonians who are thrilled to welcome the SWAC championships to Houston and we eagerly look forward to fully supporting them.”

“The YEA equips high school and college students with the tools and resources to pursue entrepreneurial ventures while also attending college and pursuing other educational goals,” said Boney. “We are thankful to be asked to participate in this way and believe the experience to communicate SWAC highlights was a valuable one for our youth.”

During the Texas Black Expo, the YEA Street Team held a drawing for a pair of Dec. 7 championship tickets. Out of 201 entrants, the four winners were: Porsche Barner, Precious Gibson, Roderick Hill and Nastashia Matlock.

The SWAC consists of ten universities. The East Division is comprised of: Alabama A&M University; Alabama State University; Alcorn State University; Jackson State University and Mississippi Valley State University. Universities making up the West Division are: University of Arkansas at Pine Bluff; Grambling State University; Prairie View A&M University; Southern University and Texas Southern University.

Formerly, the SWAC Football Championship was played in Birmingham, Alabama, and the SWAC Basketball Championship was held in Garland, Texas, outside of Dallas. For additional

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details, visit www.swac.org.