

THE P&G HBCYOU CAMPUS LIFE TOUR RETURNS IN PARTNERSHIP WITH ALLEN MEDIA GROUP'S HBCU GO

The P&G HBCYOU Tour Powered by HBCU GO is Underway Through February 2027

LOS ANGELES, CA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Procter & Gamble (P&G) and HBCU GO today announced the return of the P&G HBCYOU Tour, which is Powered by HBCU GO for the 2026–27 academic year. This partnership builds upon the shared mission of P&G and HBCU GO to celebrate HBCU students, strengthen campus communities, and create meaningful experiences across the country. The tour, which kicked off on August 10, once again showcases P&G brands like Tide, Swiffer, Bounty, Crest, and Always, connecting with students during the milestone occasions that define campus life, from back-to-school celebrations and football season to Homecoming festivities and much more.



P&G and HBCU GO announce the return of the P&G HBCYOU Tour powered by HBCU GO for the 2026–27 academic year. This partnership builds upon the shared mission of P&G and HBCU GO to celebrate HBCU students, strengthen campus communities, and create meaningful experiences.

The P&G HBCYOU Tour Powered by HBCU GO includes stops at Southern University, Texas Southern University, Spelman College, Morehouse College, Hampton University, Florida A&M University, and North Carolina A&T, while also making appearances at marquee HBCU events, including the HOPE Labor Day Classic, Battle of the Real HU, the Bayou Classic, and more. See the complete tour schedule attached.

At every stop, students will enjoy opportunities to engage directly with P&G brands and HBCU GO, including visiting the P&G House of Everyday Essentials. This year's immersive activation is designed to help students thrive both inside and outside the classroom through interactive

spaces inspired by everyday college living. Students will step inside the Dreamers' Studio to envision their future careers, gather in the Kickback Corner for conversations centered on the student journey, explore the Everyday Essentials Shop featuring product sampling and giveaways, and explore HBCU GO on the Yard, a dynamic space celebrating HBCU sports and school pride through live game content, music, and social storytelling. The space will also give students a first look at Crowned, HBCU GO's new original series co-produced with P&G, which celebrates the rich culture, traditions, and legacy of HBCU kings and queens ahead of its August 30 premiere on HBCU GO. Together, the moments celebrate the traditions, ambition, and everyday stories that make the HBCU culture unique while introducing students to P&G products and resources designed to support them throughout the school year.



2026-2027 Tour Schedule



BACK TO SCHOOL AUGUST 10 – SEPTEMBER 19			HOMECOMING OCTOBER 10 – 27			FOOTBALL GAMES & CLASSICS AUGUST 19 – NOVEMBER 28		
MON 8/10 Washington, DC	SAT 8/15 Houston, TX		SAT 10/10 Atlanta, GA			SAT 8/29 Raleigh, NC	SAT 9/5 Jackson, MS	SAT 9/26 Tallahassee, FL
WED 8/19 Atlanta, GA	WED 8/19 Atlanta, GA	MON 8/24 Baton Rouge, LA	10/10 - 10/18 Washington, DC	SAT 10/24 Tallahassee, FL	TUES 10/27 Greensboro, NC	SAT 10/3 Washington, DC	SAT 10/31 Tallahassee, FL	
SAT 8/29 Hampton, VA	SAT 9/12 El Paso, TX	SAT 9/19 Tallahassee, FL				SAT 11/28 New Orleans, LA	CIAA TOURNAMENT FEBRUARY 24 - FEBRUARY 28 Baltimore, MD	

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*Byron Allen, Allen Media Group
Founder/Chairman/CEO*

“Our P&G brands have been part of families’ lives for generations, and P&G has supported HBCUs for over a century,” said Lela Coffey, Vice President, NA User Growth Accelerator, Procter & Gamble. “This isn't just a sponsorship; it's a long-standing ecosystem of support! Through our HBCYOU Program, our brands like Gain, Downy Unstoppables, Charmin, Gillette, and many more, connect, provide everyday essentials, deliver unique experiences, and serve the HBCU community from freshman firsts to graduation and beyond! We know HBCUs are epicenters of Black excellence, and P&G is excited to return for the fourth year, this time in partnership with Byron Allen’s HBCU GO.”

"We're proud to continue our collaboration with P&G as we grow the reach and impact of the P&G HBCYOU Tour Powered by HBCU GO," said Allen Media Group Founder/Chairman/CEO, Byron Allen. "Each year, this partnership gives us a tremendous opportunity to meet HBCU students where they are, celebrate their experiences, and share those stories with audiences worldwide. Together, we're proud to shine a spotlight on the culture, pride, and excellence that define the HBCU community."

Follow #HowWeHBCYOU to join the conversation and the community.

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About HBCU GO

HBCU GO is a cultural lifestyle destination and leading sports media provider that embraces and represents the voice of Black Excellence every day of the year through a platform that captures the rich history, diversity, perspectives, and cultural experiences at Historically Black Colleges and Universities. HBCU GO provides live sports, original series, documentaries, films, comedy, and edutainment programming. Launched in 2012, the free-streaming service was acquired by Byron Allen in 2021 and is part of Allen Media Group (AMG). AMG owns and operates 13 ABC-CBS-NBC network affiliate broadcast television stations in 11 U.S. markets and ten 24-hour HD television networks. For more information, visit www.allenmedia.tv

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About P&G

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