

Welcome to Carnival

From the 2009 President of Carnival

\$1,000,000...

That's how much Carnival Memphis has raised for the Children's Charity Initiative since its inception. This year, we needed to raise \$125,000 to put us over that mark and despite the "perfect storm" of a bad economy and stock market crash... we did it!

And of course, we had a little fun along the way. After all, Carnival IS the "Party with a Purpose". It's fitting that Carnival's industry this year is the Non-Profit and Community Service sector...a perfect choice during this "perfect storm". Our community has rallied behind our cause proving that Memphians give more than 50% above the national average to the causes we love.

We have a regal pair representing the royal reign with King Keith and Queen Paige. As we traveled the Carnival domain, it became evident what a unique fit their majesties are for our Non-Profit and Community Service industry as evidenced by their personal history of giving and service to others.

The Carnival season began in January with the Grand Krewe Coronations... all of which were festive, fun, and filled with all the pomp and circumstance that is required of Royalty.

After the Coronations, we had our inaugural *Krewes for Kids* event in mid-April surpassing our fundraising goals, which was an amazing achievement. We kept the momentum with the Business & Industry Salute Luncheon in early May, honoring 4 individuals in the non-profit industry and recognizing 8 non-profit organizations.

We were successful because of a lot of volunteers and generous people and businesses... thank you. I am especially thankful to Kim, my wife and the 1st Lady of Carnival, who has supported me this year and I am excited that our three children, Jennings, Rob, and Mary Carson, will be joining us throughout the Carnival week festivities.



The Pitts Family: Johnny, Jennings, Rob, Mary Carson and Kim

Carnival week will be fabulous this year because of the enthusiastic members of the Royal Court (Princesses, Escorts, Scarabs, and Pages) and their families. We appreciate the support all of them give to Carnival Memphis. Our family wishes you all the excitement, enjoyment, and extravaganza that the 78th Carnival has to offer.

Johnny Pitts

President of Carnival Memphis 2009