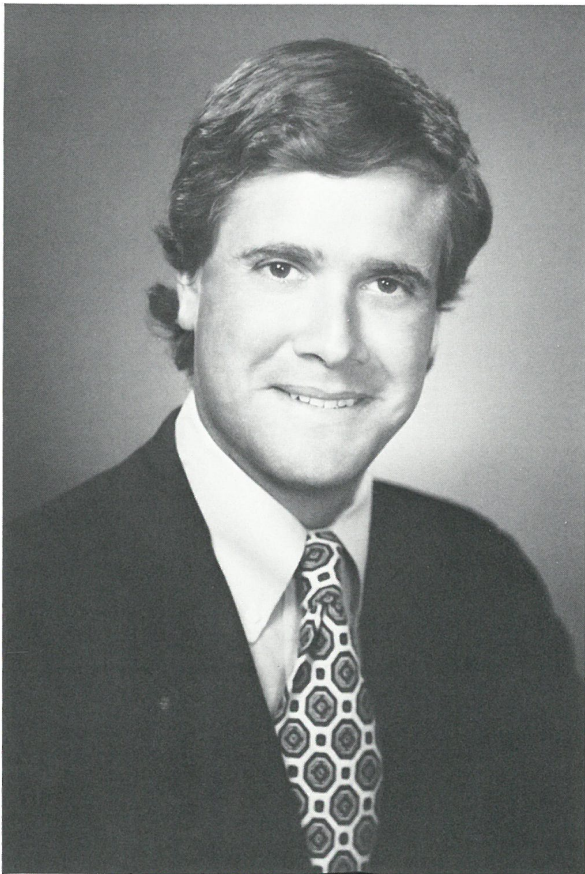


Message from the President

Memphis Cotton Carnival Association



Ben H. Woodson
President

"Our primary objective is to do what is best for the people of our city — to give them a Carnival in which we can all participate and enjoy to the fullest."

The year 1981 will be a historic one for Cotton Carnival in many respects.

This is our fiftieth anniversary celebration — but more importantly, it is a year of ambitious change and expansion of Carnival activities. This year our festivities begin May 22 and continue through June 7, offering to citizens of Memphis and the Mid-South 18 full days of music, pageantry and good old-fashioned fun.

The most sweeping change has been the addition of MusicFest, a 10-day extravaganza of entertainment featuring some of the biggest musical talents Memphis has ever seen. This mammoth undertaking would not have been possible without the support of certain members of our business community, the guarantors of the project. All 31 of them have faith in Memphis as a site for major attractions such as MusicFest, and we believe that faith is justified.

The restructuring of the Cotton Carnival to include Krewes and Grand Krewes has broadened the concept of our festival. We still have all the wonderful pageantry and color that Memphians have traditionally enjoyed at Carnival time, and now we have even more activities to enrich the entire community.

It is fitting that we should do this. Our primary objective is to do what is best for the people of our city — to give them a Carnival in which we can all participate and enjoy to the fullest.

After 50 years of Carnival, we hope this will be our best yet — it's music, spectacle, fun — and splendid entertainment. Enjoy!