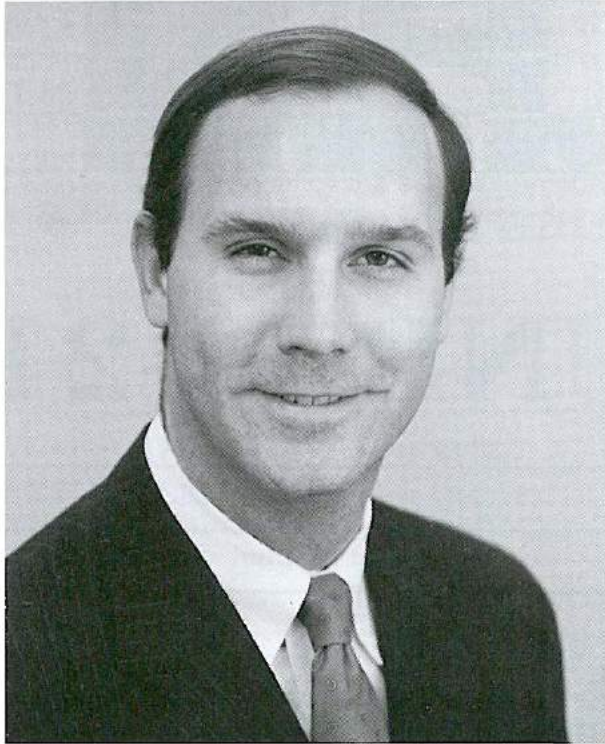


Carnival

M E M P H I S



J. Stuart Collier, Jr.

Message from the President

The history and tradition of Carnival is our greatest asset. Carnival was established in 1931 to promote the cotton industry and publicize the vitality of the Memphis area. Carnival festivities including our royalty, parade, pageants, formal balls and amusements became known as "the party with a purpose."

The goal of Carnival '87 is to renew that original purpose by promoting industries that have a major impact on the Memphis economy. Since Carnival began, Memphis has grown to become a city with a diverse economic base. Cotton remains an important industry to our community, but there are other industries that contribute significantly to our local economy.

Each year Carnival will honor a different industry that supports the local economy. This year we are proud to salute the Agribusiness industry. We feel it appropriate that Agribusiness has been selected as our first honored industry because of our historic ties to cotton.

The first annual Business and Industry Awards Banquet will be held at Agricenter International to recognize individuals and companies who have made significant contributions to Agribusiness. Carnival has also developed an educational program highlighting the history of Carnival and the importance of Agribusiness for use in the Memphis and Shelby County School systems.

The King and Queen of Carnival symbolize the importance of our saluted industry. They will promote the industry and its contributions to the Mid-South during their reign. An audio-visual presentation on agribusiness will be used by the King and Queen on their visits to business and civic groups.

The mystique surrounding the secret selection and identity of the King and Queen prior to the Crown and Sceptre Coronation is a long standing tradition. With that tradition in mind, the Grand Parade featured the King and Queen in mask to conceal their identity. Other parade participants were encouraged to wear costumes and masks. The 1987 Parade was a salute to the Ramesses The Great Exhibition in honor of a historic event in our city. Carnival has revived one of its oldest traditions following the parade, a festive Masquerade Party!

Carnival will bring back the most popular event in its history, the Royal Presentation Barge. The backdrop of the Royal Barge is an elaborate Egyptian Pavillion flanked by custom-built theme floats honoring Ramesses The Great. This spectacular event marks the public arrival of the King and Queen in truly royal fashion.

The Association will sponsor many public events that offer something for everyone. 'Karnival for Kids' on Mud Island is a new event which has been added this year. 'The Stone Soul Weekend' is a cultural event featuring a beauty pageant, music, and cooking contest. The Carnival Musicfest '87 will highlight the valuable resources of Memphis musical talent in a ten-day event at the Fairgrounds.

Carnival is as strong as the spirit of the people who support it. Membership is up in the Association as well as our Grand Krewe. The enthusiasm of the staff and hundreds of volunteers who donate their time has been unsurpassed. The generosity of financial contributions and sponsorships has been outstanding. The future of Carnival is positive and confident. Carnival is indeed a "party with a purpose" that is here to stay.