

Welcome to Carnival

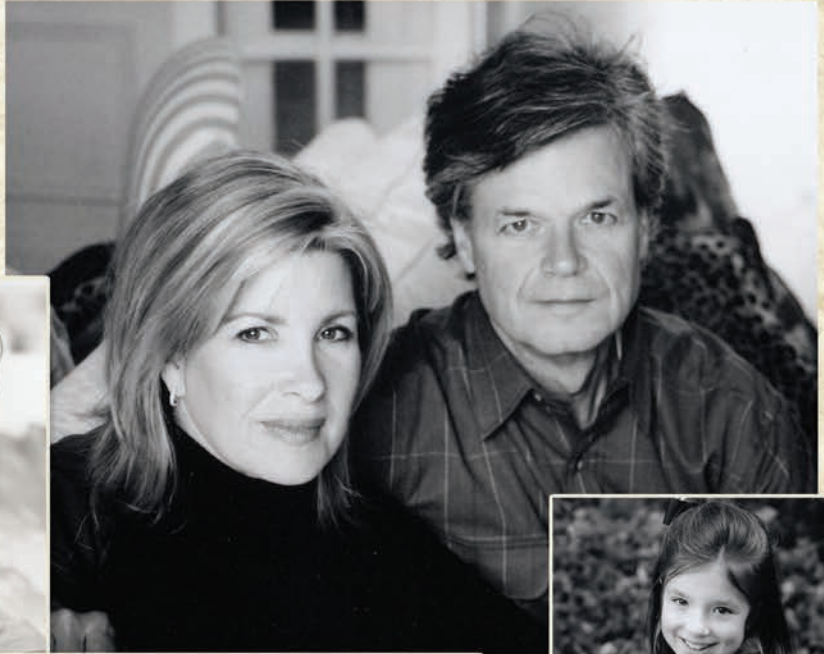
From The 2008 President of Carnival

Welcome to Carnival Memphis 2008, "A Celebration Of All and For All". Carnival Week will cap off what already has been an outstanding year.

I've become involved in Carnival because it's a wonderful opportunity to offer something back to our community, and to make it a better place for all of us. The Children's Charities Initiative embodies the hard work of so many people who worked to support this year's charities: Cystic Fibrosis Foundation, Carnival Memphis Kids Café, and Harwood Center. Carnival Week is the celebration of a year's activities in support of the charities, starting last fall with a committee made up of Grand Krewe and Carnival Association Members who selected the children's charities to honor this year. Throughout the balance of the year, the Grand Krewes sponsored fundraisers, which included a night of bowling, a poker run, a trivia challenge and more to raise money for the charities. Carnival Memphis sponsored on May 10th the 6th annual 5K for Kids, which received a terrific turnout and was one of our most successful fundraisers. We appreciate the efforts of the Carnival Memphis staff and the many volunteers who have worked so hard to make this a success. The Boll Weevils especially should be recognized for all their support and dedication to Carnival and our community.

I have had the pleasure to watch how Carnival continues to honor commerce in our region. This year the Business and Industry Salute Luncheon honored the Music and Entertainment Industry, when over 400 people saw Isaac Hayes and David Porter jointly win the Cook Halle Award, and individual honorees including Kallen Esperian, Willie Mitchell, and John Fry. Several local companies and individuals were recognized for their contributions to the industry.

With the proceeds from the Business and Industry Luncheon, the 5K race and the Grand Krewe fundraisers we hope to raise over \$100,000 for our charities this year.



Julia and Rush with
Reece, Olivia and Caroline..

My family wishes you all the fun and excitement that the 77th Carnival has to offer, and encourages you to participate in all the Carnival events this year and in the years to come. It is an honor to have served as President of Carnival this year and I look forward to a very exciting week. I'm especially pleased to be joined by my wife, Julia, my daughter and son, Olivia and Reece, who will be Carnival Pages this year, and my daughter Caroline, who was a princess in 2003.

Best wishes to everyone joining in this year's celebration.

M. Rush O'Keefe, Jr.
President of Carnival Memphis 2008