

Welcome to Carnival

Greetings and welcome to the 83rd Carnival Season. We have started another successful year in reaching our goals of supporting Memphis through charity, business and community. King Jim McCullough and Queen Suzette Coors were introduced to the Grand Krewe Royalty at a celebration in December and immediately embraced the Carnival Spirit by attending the Grand Krewe Coronations and spreading goodwill and cheer throughout the Mid-South.

This year, the Carnival Childrens' Charities are JIFF, Baptist Kemmons Wilson Family Center for Good Grief and Binghampton Christian Academy. These are all great organizations and we are proud to have the opportunity to support them. Carnival's main fundraiser, the sixth annual Krewes for Kids, was held at the Memphis Botanic Gardens on March 1st.

With the leadership of our Steering Committee, we raised over \$85,000 for our charities and had a record crowd. Since 1999, Carnival has donated over \$1.6 million to local children's charities and our hope is to add over \$100,000 this year.

In addition to our annual support for children's charities, we also honor and recognize local companies and individuals who are involved in the King's industry. For 2014, we honor the Trucking Industry. Our annual Business and Industry Salute Luncheon was held on April 30th at the Hilton Memphis. We had one of our best events ever with over 500 business leaders and Grand Krewe members attending to honor those involved in King Jim's industry. I want to thank everyone involved for the continued success of the B & I Salute.

As we all know, Carnival is about giving to and strengthening our community. On May 20th, the King, Queen and the Boll Weevils spent the day visiting local schools and charities. Having been



The Yandell Family: (Seated) Jennifer and Sarah Clifton (Standing) William, Will and Philip

King in 2010, I know what a privilege it is to go all day with the Weevils to various schools and charities and see the excitement of the children when the Weevils appear. During Carnival week, it is especially hard on the King and Queen because they start at 7:00 am for the day runs with the Weevils and do not finish until late in the evening after the last club room is over. By the end of the week, everyone is exhausted but it is truly worth it.

As we start Carnival week, my family and I are excited about joining with members of the Royal Court and their families in celebrating another year of Carnival. It is our hope that this 83rd year will continue in its quest to serve and promote the childrens' charities, businesses and the development of Memphis and the Mid-South.

William McBride Yandell III
President