

# Welcome to Carnival

The question I have been most often asked in the last few months is, "Are you ready for this to be over?" My answer is, "The world of Covid... YES. Carnival... Absolutely not!" In fact, I'm ready for the fun part to begin. I believe we've endured the difficult portion of this journey. Now, we are anxiously awaiting the celebration... in December! December, that sounds so odd to imagine the celebration we all look forward to every year being held during the holidays. Truth being told we have been committed to delivering an experience we can all look forward to and best of all, never forget.

Carnival Memphis along with everyone in Memphis and the Mid-South has endured the pandemic. We have re-imagined many of our traditions so that we can adhere to our commitment to Charity, Commerce, Community, and Celebration. In the spring of 2020, we had record attendance at our Business and Industry Salute Luncheon with King Ray honoring many of his colleagues in Commercial Real Estate Development.

All but one of our Grand Krewes had held their coronation, announced their royalty, and we were getting ready for the St. Patrick's Day parade. The Mallory family of three was ready to spread some good cheer on the ride down Beale Street.

Unfortunately, it didn't happen. That was the week Memphis, and the rest of the nation went into lock down. Having never experienced such an event we thought it might be a few weeks, but weeks became months, months then became a year, and a year has almost become two. We have all worked very hard to maneuver our ever-changing world the last twenty-one months. Even after a round of the Delta variant we were able to finally have our biggest fund-raising event of the year. Krewes for Kids was held on November 5th and was quite the affair. We had over four hundred people in attendance and raised more than \$200,000. As the holidays begin, so does the remainder of the 2021 Carnival Memphis Season of celebration. It will all look a bit different, or shall I say re-imagined. We will most likely never have our week of festivities in the winter months ever again, but I do know we will have unforgettable experiences. I often say it takes all kinds to make the Carnival wheel go round. I can truthfully say from my time serving as President the last 21 months has proven just that.

I couldn't be more grateful for everyone who has stuck with us throughout these many months. All of our 2020 and 2021 Royal Court Princesses and families have



Mallory family: Lisa, Hugh and Smith

supported us throughout this journey, and we are very appreciative of you all. Our three organizations RedZone Ministries, Thrive Memphis, and Chickasaw Council Scouting Deserts have been a pleasure as we've worked to raise funds for the Children's Charity Initiative. Their leadership teams have been wonderful partners as we worked to deliver on the promise made to them in the fall of 2019. It has been an honor and my pleasure to serve with our support groups, the Grand Krewes, and their leadership. I am especially grateful for King Ray, Queen Carter, and their families. I believe it's fair to say the three of us and our families never imagined our year would turn out to be so incredibly special. I'm proud to be a Memphian, and I proud to have had the opportunity to serve as the 2020 & 2021 President of Carnival Memphis. Welcome!

*Hugh S. S. Mallory*

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2021 President