

Soulsville, USA “Spring Cleaning” to Kick off National Tourism Week in Memphis

MEMPHIS, TN, MAY 6, 2010 - It's the neighborhood that claims Aretha Franklin, Memphis Slim, Booker T. Jones, David Porter, Maurice White of Earth Wind & Fire, and dozens of others. And on **Saturday, May 8, 2010, 10 a.m. – noon**, the neighborhood surrounding the Stax Museum of Soul Music, Stax Music Academy, and The Soulsville Charter School is going to enjoy some spring-cleaning by a special group of young people.

The Soulsville Charter School, Memphis Convention and Visitors Bureau (MCVB), and Clean Memphis have partnered to send some 230 Soulsville Charter School students out into the neighborhood to give it a good cleaning as tourism season gets off to a rollicking start. While the school is providing the young men and women power, Clean Memphis is providing the supplies and security, City Beautiful is supplying the trash bags, the MCVB is providing lunch for all, and The Peabody Hotel is providing 250 Peabody Duck Cookies.

According to MCVB President and CEO Kevin Kane, “We are thrilled to be partnering with The Soulsville Charter School and Clean Memphis to kick off tourism week. Our theme this year, “The Faces of Memphis Tourism,” represents the 52,000 people employed in Memphis & Shelby County by tourism & travel related jobs. Some of the charter school students very well could be future tourism employees, but I know that by their actions today in our clean up, they understand the importance of giving back to their community.

Clean Memphis Director Janet Boscarino says, “Clean Memphis is excited about this partnership and working in the Soulsville community. This event supports our mission to engage youth in service learning projects and to focus clean up efforts in high profile areas of our city.”

Soulsville Charter School Communications Director Tim Sampson adds, “Our students love doing community service so they are looking forward to this. They are very proud of Soulsville, USA.”

National Travel and Tourism Week, a tradition first celebrated in 1984, features localized events in cities, states and travel businesses nationwide to champion the power of travel. Other events will take place around Memphis during the week, including an MCVB-sponsored, one-hour parade on Tuesday, May 11th beginning at 10 a.m. at the Orpheum Theatre and ending at Government Plaza, where a proclamation will be presented. The parade will include Backbeat Tour buses, vintage cars, trolley cars, tourism workers, and more.

For more information, please visit www.memphistravel.com or contact Regena Bearden 901-543-5305 or regena@mcvb.org.