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### **For Immediate Release**

#### ***Photo Opportunity***

## **ANNIE MALONE 2009 MAY DAY PARADE HIGHLIGHTS**

**St. Louis, MO** – Year after year, for over 100 years, Annie Malone has been host to one of the largest and oldest African-American parade celebrations in the nation, the Annie Malone May Day Parade. This will be its fourth year in downtown St. Louis. The 2009 May Day events will celebrate the theme, ‘Connecting Families’. The parade will begin at 1 p.m. on Sunday, May 17, and travel East on Market Street, from 20<sup>th</sup> to 7<sup>th</sup> Street.

Grand Marshals for the parade will be Majic 104.9’s Tony Scott and Tammie Holland. A number of official dignitaries and child advocates will ride along in the Kustom Corvette Club vehicles during the parade. Over 50,000 spectators are expected to attend the 3 hour parade as a variety of bands, organizations, and businesses from across the Midwest region march down Market Street.

Immediately following the Parade, Niecy from Foxy’s 95.5 will host the McDonald’s May Day Blues Fest. It will take place in Kiener Plaza with sensational vocalists Kim Massey, Silky Soul, and the McDonald’s R&B Soul Search Winner Kristin Stimage as they conclude the weekend Celebration.

The parade started out as a mortgage burning celebration over 100 years ago. The parade took place right in front of Annie Malone Children and Family Service Center’s main building in the Greater Ville neighborhood. Today, the parade and other May Day activities help the center continue to provide care and improve the quality of life for the children and families they serve. This is a family event and everyone is expected to attend from toddler to elder. To celebrate the legacy and historic nature of the parade, the agency encourages everyone to purchase a commemorative May Day Parade T-Shirt. Sizes range from youth small to adult 4X. Annie Malone would like everyone to wear the T-Shirts to the parade embracing a sea of green along Market Street. The T-Shirt prices are \$10 and \$15 each.

“For many years, families have come together at the May Day Parade to celebrate their family reunions. We would surely like to see that continue. The May Day events include the Soiree (honoring child advocates, Friday, May 15), Gospel Concert (Saturday, May 16), the Parade and McDonald’s May Day Blues Fest (Sunday, May 17) providing the center the opportunity to meet the financial needs of the children and families who we serve,” said Richard L. King, Chief Executive Officer of Annie Malone.

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May Day festivities are supported and sponsored by several community organizations, media companies, and individuals who include: Emerson, Cricket Communications, McDonald's, U.S. Bank, St. Louis Convention and Visitors Commission, Southwest Bank, Kustom Corvettes, Best Buy, Kaden Korporation, The Dream Center, Barnyard Kitcjen, Fox 2 News, KSDK Channel 5, Clear Channel's Majic 104.9 and 100.3 The Beat, Radio One's Foxy 95.5 and Hot 104.1, St. Louis City's STL TV, Channel 20, and Channel 18's Coping Hope among a host of other supporters.

The agency's goal is to remind the community of Annie Malone's mission and services. "We have been around for over a century and when people understand what we do and how we serve the public, the more they are willing to help us carry out our mission," said Darryl Wise, Annie Malone's Director of Professional and Quality Services.

Annie Malone Children & Family Service Center, (<http://www.anniemalone.com>), has been an anchor in the Greater Ville community since 1888. It is dedicated to helping abused, neglected, and abandoned children and their families. In tribute to the loyalty of one of its board members, philanthropist Annie M. Turnbo Pope Malone, (prominent entrepreneur and founder of Poro College, hair care and beauty products) the St. Louis Colored Orphans Home was renamed as Annie Malone Children & Family Service Center. To date, May Day activities serve as the largest fundraising events held by the agency each year. To learn more, please visit [www.anniemalone.com](http://www.anniemalone.com) or call (314) 531-0120.

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