

2012

MEMPHIS MUSIC

GLOBAL EXCHANGE



Are you ready? Are you SURE you're ready? Do you want to stand in the very spot at Sun Records where Elvis Presley recorded "That's All Right, Mama," where Memphis legends Jerry Lee Lewis, Roy Orbison, and Carl Perkins rocked our world?

You're invited to the Memphis Music Global Exchange, August 28-Sept. 3, to learn how Mississippi cotton fields, the restlessness of WWII babies, and the tumultuous 1960's culture EXPLODED in Memphis, giving birth to Rock 'n Roll.

During Memphis Music Global Exchange, travel overnight to Clarksdale, Mississippi, where bluesmen first performed; lunch at Ground Zero, actor Morgan Freeman's Blues club; visit Dockory Plantation, where Blues truly got its start. Groove to live music at Center for Southern Folklore Music Festival, and tour Elvis' beloved home, Graceland Mansion.

Relive your youth at the Smithsonian Rock' n Soul Museum or visit National Civil Rights Museum; enjoy fabulous live music on world-famous Beale Street. Hear the moving Gospel choir of Mississippi Blvd. Baptist Church. **Come and get the Memphis vibe!**



Full and final details and Registration will be available Nov. 1, 2011. See our website, <http://www.friendshipforcememphistn.org>.

2012 Memphis Music Global Exchange

Tuesday, August 28

Ambassadors arrive at Memphis International Airport (MEM) and are met by eager hosts, per your prior arrangement.

6:30 Welcome Party - details TBA

Wednesday, August 29 and Thursday, August 30

7:30 am Memphis-Clarksdale-Indianola-Greenwood trip

- Your trip will be fully escorted by a Sweet Magnolia Tour professional tour escort to handle transportation, hotel, sightseeing and restaurant requirements.
- Boarding and loading luggage on your deluxe 47-passenger motor coach. Boarding site to be announced.
- 8:00 am Departure.
- This morning you will follow the Mississippi Blues Trail down Highway 61 through the heart of the Delta Blues Country to the crossroads of Hwy 61 & Hwy 49 at **Clarksdale** where legend has it that Robert Johnson sold his soul to the devil to be the finest guitar player in the Delta.
- Clarksdale, Mississippi has been a center for blues culture since the 1920s. Many now-legendary musical artists were born and raised in and around Clarksdale: Muddy Waters, John Lee Hooker, Son House, Ike Turner, Jackie Brenston, Sam Cooke, Junior Parker, and W. C. Handy, among them. Clarksdale was a major market for the Delta's constantly traveling musicians, and the likes of Robert Johnson, Howlin' Wolf, and Charley Patton are also associated with the city.

9:30 am Your first stop will be at the **Hopson Plantation** where you will have a presentation on the history of the Hopson Plantation, see the first mechanical cotton picker and enjoy the **sweet taste of Delta Donuts!** Then on to the Clarksdale Historic District, and a pause for photos at the **Riverside Hotel**, where many of the old bluesmen stayed, where Bessie Smith passed away.

10:30 am In Clarksdale, the historic blues culture is preserved for visitors at the **Delta Blues Museum**. Outstanding exhibits featuring many of the Blues greats are represented in displays and video throughout the museum. Step inside Muddy Waters' cabin, (moved from its original location at the Stovall Plantation) to hear the sounds of the Delta from this legendary Bluesman.

11:30am Lunchtime, Southern Style, at Ground Zero Blues Club. Owned by actor Morgan Freeman, this authentic Blues Club is located on Blues Alley in downtown Clarksdale.

- Menu: Choice of Fried Catfish Plate with French Fries, Cole Slaw & Hushpuppies or BBQ Plate with Beans, Slaw and Texas Toast. Soft drink, coffee or tea and dessert are included.
- After lunch you will stop at the **Cat Head Music & Folk Art** offers an opportunity to "take the blues home" from its full selection of blues CDs, videos, DVDs, books and collectibles as well as an affordable mix of Southern self-taught, folk and outsider art.
- **Indianola.** Driving past the corner where B.B. King once played for pennies, we arrive at the **B. B King's Museum and Delta Interpretive Center**. This excellent museum has exhibits on the Delta as it was when B.B. King rode the Chittlin' Circuit; videos and interactive display will tell the story of his youth and you will even have a chance play some guitar on your own.
- Arrive **Greenwood** – check in at the Hampton Inn hotel.
- Dinner at **Webster's** in Greenwood where you will enjoy "must have while you are in the Delta" Tamales. Webster's is where locals go for Delta Farm-fed Catfish, Crawfish and great Fried Chicken. Dinner includes Tamales, house salad and **choice** of Crawfish Julia Pasta, Sweet Tea Fried Chicken or Delta Catfish, soft drinks (alcoholic beverages may be purchased direct from your waiters. All taxes and tips included.)

Thursday, August 30, 2012 Greenwood-Ruleville-Memphis

- Continental Breakfast at the Hampton Inn.
- 2011 is the 100th anniversary to the birth of Robert Johnson, Mississippi's' most famous bluesman. As a highlight on our Greenwood area tour we will visit the **gravesite of Robert Johnson at Little Zion Church** where local historian, Sylvester Hoover, will give a presentation on the mysterious life and early death of this iconic Bluesman who continues to fascinate blues fans around the world.
- Our next stop will be at **Tallahatchie Flats**. On a Delta Cotton Plantation located 3 miles north of Greenwood at the banks of the Tallahatchie River (of “ Ode to Billie Joe ” fame) are preserved examples of the small rural homes that once dotted the Delta countryside where so many great blues artists were born and raised and wandered. These two- to four-room dwellings are unique get-a-way for anyone traveling the “Blues Highway” in search of the spirits of the early blues legends. Get out your cameras: this is definite a great picture op.
- The remainder of the morning will be spent on a fun and entertaining tour of the **Greenwood Historic District** followed by lunch at the **Crystal Grill** and a tour of **Cottonlandia Museum**. Cottonlandia, celebrating the history of the Delta, features exhibits on cotton agriculture, Civil War, native American artifacts, and the life of Greenwood Leflore, a political leader of the Choctaw Indians in the mid-1800's who was also a planter and a Mississippi State Senator.
- Departing Greenwood for Ruleville, our last stop on our Delta Conference tour to visit the **Dockery Plantation**, the true birthplace of the Blues!
- 5:00pm - Return to your destination in Memphis. End of tour.

Tour Package Inclusions, Fully escorted by Sweet Magnolia Tours
 Round trip transportation on a 47-passenger deluxe, A/C motor coach
 1 Night Room & tax at the Hampton Inn Greenwood
 Delta Blues Museum
 Hopson Plantation Tour/ Delta Donuts & Coffee
 Clarksdale Tour
 BB King Museum
 Tour of Greenwood Historic District
 Presentation by Greenwood Historian at Robert Johnson's Gravesite
 Museum of the Mississippi Delta
 Dockery Plantation
 Lunch at Ground Zero
 Lunch at Crystal Grill
 Dinner at Webster's in Greenwood
 On board snacks & bottled water

The two-day, one-night Blues excursion is priced at \$350/person and is a part of the exchange. **Total cost of exchange is \$500/person.**

Friday, August 31

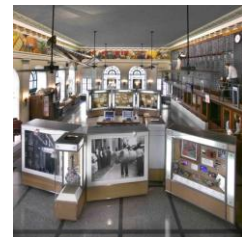
9:00 am Explore the life of Elvis Presley at **Graceland Mansion**, see his private plane, *Lisa Marie*, and many shops and museums. Lunch with your friends at one of several restaurants there.



1:00 pm Tour tiny **Sun Studio**, where huge music history was made.



3:00 pm Visit **Cotton Museum**, which tells the story of the crop that defined local music, made Memphis a major city.



4:30 pm **Peabody Hotel** Gather in the lobby of this beautiful historic Memphis landmark for beverages, rest, and the march of the Peabody Ducks



6:00 p.m. Dinner at Spaghetti Warehouse, an event which is open to club membership. Everyone pays for his own dinner

Saturday, September 1

9:30 a.m. Get your groove on at **Backbeat Tours** (Memphis Mojo) TripAdvisor-rated 5-star. Best tour in Memphis!
(<http://www.backbeattours.com>)

Noon-5:00 Lunch on your own at Rum Boogie Cafe, Miss Polly's, Hard Rock Café, or many other restaurants on famous **Beale Street**. Then visit the four stages of **live music** at Center for Southern Folklore's Music and Heritage Festival on Main Street.

Dinner Ambassadors treat hosts to dinner.

Sunday, September 2

Morning Enjoy this time with your host family.

Afternoon Gospel choir of Mississippi Blvd. Baptist Church or at **Music and Heritage Festival** on Main Street, along with shopping, all kinds of live music.

5:00 p.m. Farewell Party and **celebration** of Friendship Force of Memphis' **30th Anniversary**, at Majestic Restaurant with club membership

Monday, September 3 (Labor Day)

Hosts say 'good-bye' to new friends on their day of departure.