



**NEWS from the Shelby County Mayor's Office**

***Lee Harris, Mayor***

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**MEDIA ADVISORY**

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**SHELBY COUNTY MAYOR LEE HARRIS, CHAIRMAN MICKELL M. LOWERY  
AND REGINALD MILTON CELEBRATE THE 6<sup>TH</sup> ANNUAL SOULSVILLE USA  
HOLIDAY TREE LIGHTING WITH SOUTH MEMPHIS COMMUNITY**

*The annual holiday event, presented by local artists and community groups, will feature  
musical performances, treats and Christmas traditions.*

**WHAT:** 6<sup>th</sup> Annual Soulsville USA Holiday Tree Lighting

**WHEN:** Saturday, November 19, 2022, at 4:30 p.m.

**WHERE:** 1048 S. Bellevue Blvd., Memphis, TN 38106

**Shelby County, TN** – On Saturday, November 19, 2022, Shelby County Mayor Lee Harris will join Chairman Mickell M. Lowery, South Memphis Alliance Founder Reginald Milton, and community members to host the sixth annual Soulsville USA Holiday Tree Lighting. The event is presented by Soulsville USA Neighborhoods Development District, South Memphis Alliance, Memphis Black Arts Alliance, LeMoyne-Owen College, LeMoyne-Owen College CDC, Knowledge Quest, Soulsville Foundation, SCORE CDC, Memphis Music Magnet, and Shelby County Government.

The annual event has become a neighborhood favorite. During its first year in 2017, then Shelby County Commissioner Reginald Milton worked with then State Senator Lee Harris on the event.

Each year the event has grown even bigger. The grand finale of the event is the lighting of a nearly 30-foot Christmas tree at the corner of Bellevue Boulevard and Beechwood Avenue which will remain illuminated for the community throughout the holiday season.

This year's event will also feature several musical guests, including former *American Idol* contestant Lil Rounds and Queen of Memphis Soul, Carla Thomas, free hot chocolate, a visit from Santa Claus, a reading of *The Night Before Christmas*, and a holiday light display. Four notable attendees doing work in areas such as the arts and community service will be honored as Shelby County Shining Stars by Mayor Harris.

**Shelby County Mayor Lee Harris:** "It's wonderful to see how the Soulsville USA Holiday Tree Lighting has grown and become part of families' holiday traditions. This event is about coming together as a community and celebrating the joy of the holiday season. It would not be possible without the partnerships in South Memphis. I hope to see you out to enjoy the festive fun."

**Chairman Mickell M. Lowery, Shelby County Board of Commissioners:** "It's an honor to represent South Memphis and all of District 8. I love participating in this event in the district and getting to see and speak to those who attend. The sparkling tree has become the holiday site to see in Soulsville USA. I'm pleased to host this year and hope to see you there."

**Reginald Milton, Founder, South Memphis Alliance, Inc.:** "It is a joy to see the Soulsville USA Holiday Tree Lighting grow into a fixture of the South Memphis holiday season. The Soulsville USA Neighborhoods Development District continues to be an outstanding partner and I'd like to give a big thank you to Trustmark for its investment in the event this year. Young people and families are proud to call Soulsville USA home and I'm glad to help bring this annual program to our neighborhood."

**Rebecca Hutchinson, Executive Director, SCORE CDC:** "The Soulsville USA Holiday Tree Lighting has become something families in the community look forward to every year. Not only does the event celebrate historic Soulsville, but it also brings the neighborhood closer together. Neighbors make lifelong bonds that last far beyond the holiday season."

**Tiffany Turnage, Deputy Director, South Memphis Alliance, Inc.:** "This event would not be possible without all our sponsoring partners. It's a team effort to make this winter wonderland and create holiday joy. The Soulsville USA Holiday Tree Lighting is a symbol of partnership the neighborhood looks forward to every year."

**Lar'Juanette Williams, Executive Director, Memphis Black Arts Alliance:** "It's not the holiday season in Soulsville anymore without the annual Soulsville USA Holiday Tree Lighting."

Every year the event gets larger, but the same awe of the shining Christmas tree is always there. Thank you to all our partners who make this event possible every year.”

(End of Release)