



*Thursday, November 29, 2012, Downtown Memphis, TN* – Memphis' first marker on the historic **Highway 61 Memphis Blues Trail** will be unveiled tomorrow at 1pm in front of the George Hunt blues mural at Third and Gayoso.

This unveiling launches the implementation phase of the Memphis Blues Trail initiative. The Memphis City Council and the State House of Representatives, with the leadership of Council Chair-Elect Edmund Ford, Jr., and Representative Barbara Cooper, respectively, designated Highway 61 and all of Third Street in Downtown Memphis as the "Memphis Blues Trail" in order to recognize and promote blues music heritage sites in Memphis. Through the leadership of Mayor A C Wharton, TN Senate Majority Leader Mark Norris, Representative Cooper and others, this initiative won a TDOT Enhancement Grant and a Tennessee Department of Tourism Partnership Marketing Grant to help enhance the designated section of Highway 61 (Third Street) with infrastructure improvements, trail signage, and historic site markers and to develop promotional materials that include a heritage tour brochure and map, a website, and social media.

The unveiling ceremony will feature live music by Blind Mississippi Morris and Brad Webb and is free and open to the public. The Memphis Blues Trail logo and marker design were created by Tactical Magic.

For more information about the Memphis Blues Trail, contact:

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