



Literacy is Key

a book and author event

Presented by the Memphis Alumnae Association of Kappa Kappa Gamma Fraternity

2020 Featured Authors

Marie Benedict, Best-Selling Author of *Lady Clementine*, *The Only Woman in the Room*, among others

Georgia Hunter, Best-Selling Author of *We Were the Lucky Ones*

Hampton Sides, Memphis native & Best-selling Nonfiction Author of *On Desperate Ground*, *Hellhound on his Trail*, among others

Marc Perrusquia and David Waters, National Award-winning journalists from the Institute for Public Service Reporting at the University of Memphis.

To Benefit

Non-profit organizations with a mission to improve literacy in the Mid-South. Our primary beneficiary will be First Book Mid-South, a non-profit, 501c3 organization whose mission is to provide children from low-income families with their first new books. First Book provides access to books for children in need, ensuring that the books are delivered in a setting that provides learning and support. First Book has distributed over 100 million books to children in communities in the U.S. and Canada. With our help, First Book will be able to reach more of the Mid-South's most at-risk children. <http://firstbook.org>

When

Thursday, February 6, 2020

Luncheon and Program 6:00-9:00pm

Post-Luncheon Book Signing

Wednesday, February 5, 2020

Prologue Party Pre-Event Author Cocktail Party

Where

Holiday Inn at the University of Memphis

The History

Association is overseen by the Kappa Kappa Gamma (KKG) Fraternity, headquartered in Columbus, Ohio, which has supported a variety of philanthropic activities for more than 100 years.

Financial

As a result of previous Literacy Is Key luncheons, over \$175,000 has been donated to local literacy organizations, primarily First Book - Mid-South and Literacy Mid-South. Other beneficiaries include the Memphis Library Foundation, the Germantown Community Library, the Collierville Community Library, and the Collierville Literacy Council.

Sponsors

The 2019 event yielded many corporate and business sponsorships. KKG partners with an independent bookstore, Novel Bookstore, for book sales.

Attendance

Guests attending the event will be from all areas of the Mid-South region. Over 500 people attended the 2019 event and over 300 books were sold on site at the event. Attendance is expected to reach 500 again for 2020.

Tax Exempt Status

First Book Mid-South is a tax-exempt, 501c3 organization. The Memphis Alumnae Association of Kappa Kappa Gamma will donate all proceeds from this event to First Book and other tax- exempt 501c3 literacy-oriented agencies.

Previously Featured Authors

- 2019 **Kristina McMorris**, *Sold on a Monday, Bridge of Scarlet Leaves*, among others
Anne Bogel, "the Modern Mrs. Darcy," *I'd Rather be Reading, Reading People*
Brad Taylor, *One Rough Man* (Pike Logan series)
- 2018 **Christina Baker Kline**, *Orphan Train, A Piece of the World*, among others
Kristy Woodson Harvey, *The Secret to Southern Charm, Slightly South of Simple, Dear Caroline*
Kim Wright, *Last Ride to Graceland, Love in Mid Air, The Unexpected Waltz*, among others
- 2017 **Elin Hilderbrand**, *The Identicals, Here's to Us*, among others
Karen White, *The Guests on South Battery, Flight Patterns*, among others
Deborah Wiles, *Each Little Bird that Sings, Revolution*, among others
- 2016 **Dorothea Benton Frank**, *All the Single Ladies, Sullivan's Island*, among others
Mark Greaney, *The Gray Man series, Commander in Chief*, among others
Laura Lane McNeal, *Doll Baby*
- 2015 **Patti Callahan Henry**, *The Stories We Tell, And Then I Found You*, among others
Natalie Baszile, *Queen Sugar*
Michael Farris Smith, *Rivers and The Hands of Strangers*
- 2014 **W. Bruce Cameron**, *A Dog's Purpose and 8 Simple Rules for Dating my Teenage Daughter*
Joshilyn Jackson, *Someone Else's Love Story, w gods in Alabama*, among others
Molly Caldwell Crosby, *An American Plague and The Great Pearl Heist*
- 2013 **Mary Kay Andrews**, *Spring Fever, Summer Rental, Savannah Blues*, among others
Claire Cook, *Must Love Dogs, Wallflower in Bloom*, among others
Courtney Miller Santo, *Roots of the Olive Tree*
- 2012 **Kim Edwards**, *The Memory Keeper's Daughter and The Lake of Dreams*
Ace Atkins, *The Ranger, Infamous, White Shadow, Crossroad Blues*, among others
Lisa Patton, *Whistlin' Dixie in a Nor'Easter and Yankee Doodle Dixie*.
- 2011 **Beth Hoffman**, *Saving CeeCee Honeycutt*
Jennifer Chandler, *Simply Salads and Simply Suppers*
Julia Schuster, *Flowers for Elvis*