



*Presented by the Memphis Alumnae Association of
Kappa Kappa Gamma Fraternity*

Event: **Seventh Annual “Literacy is Key: A Book & Author Event”**
Luncheon and presentation by multiple authors.

2017 Featured Authors

New York Times Best-Selling Author **Elin Hilderbrand**

New York Times Best-Selling Author **Karen White**

Award-Winning Author **Deborah Wiles**

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.

When: Thursday, February 2, 2017
Prologue Party
Luncheon and Program
Post-Luncheon Book Signing

Where: Holiday Inn at the University of Memphis

Financial History: The Memphis Alumnae Association of Kappa Kappa Gamma was founded in 1939. The 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. As a result of previous Literacy is Key luncheons, over \$100,000 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 2016 event yielded many corporate and business sponsorships. KKG partners with an independent bookstore, Burke’s Book Store, for book sales.

Attendance: Guests attending the event will be from all areas of the Mid-South region. Over 500 people attended the 2016 event and over 300 books were sold on site at the event. Attendance is expected to reach 500 again for 2017.

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.

<http://www.memphis.kappa.org/literacy-is-key-book-and-author-event>



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Featured Authors

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*, *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*