

# AutoZone Liberty Bowl Queens

## A Celebration of Homecoming Queens

You are cordially invited to Memphis, Tennessee—Home of the Blues, Birthplace of Rock-N-Roll and the AutoZone Liberty Bowl!

The AutoZone Liberty Bowl Football Classic is celebrating its' 53rd anniversary, making it the 7th oldest college bowl game. This Football Classic was founded on the principles of freedom, patriotism and liberty.

On Saturday, December 31, 2011, the AutoZone Liberty Bowl would like to honor you and other Homecoming Queens from around the country during our pre-game and half-time extravaganza.

All AutoZone Liberty Bowl Queens attend several of the Bowl's events. In fact, your AutoZone Liberty Bowl experience culminates with an on-field pre-game ceremony that starts the kick-off of the AutoZone Liberty Bowl. The game will be televised on ABC at 2:30 (CST).

Please make plans NOW to be a part of this once-in-a-lifetime experience. To reserve your place in this year's celebration, simply return the enclosed Registration Form for you and your guests.

### Official AutoZone Liberty Bowl Queens Host Hotel

The official host hotel for AutoZone Liberty Bowl Queens is the DoubleTree Downtown Hotel in Memphis, TN. A special rate is available at \$159.00 (plus tax) per night for all room types. To get this great Bowl rate, call 1-800-222-8733 today to make your reservation. Tell Reservations you are with the "AutoZone Liberty Bowl Queens" and you want to reserve a room or rooms under the "AutoZone Liberty Bowl Queens" room block. The cost of your hotel room is separate. It is NOT included in the price of the Bowl Event Package (Package details and pricing listed on Registration Form). The cutoff date to reserve a room is December 21, 2011 and past this date, the hotel will not honor this special rate.

### Queen Registration

Thursday, December 29, 2011 — 1:00P.M. - 4:30P.M.

A registration table will be set up in the lobby of the DoubleTree Downtown Hotel. Registration will begin at 1:00P.M. till 4:30P.M. This is where you, the Queen, will pick up your Bowl Event Package packet from Pam Kimery that will contain all your tickets and the tickets for your guests along with information for you and your guests for all the events and activities. (No tickets purchased (either individual tickets or Bowl Event Package tickets) will be mailed.) The Queen will be given an AutoZone Liberty Bowl Queen sweatshirt and a sash with the state you are representing. YOU WILL NEED TO BRING YOUR TIARA. You will wear your tiara and sash (we provide the sash) at all the events except the Welcome Reception (but this is optional if you want to wear your tiara and sash to the reception.)

### Bowl Week Schedule of Events

Thursday, December 29, 2011—Welcome Reception/Orientation - 5:00P.M.

A Welcome Reception will be held in the Tennessee Ballroom at the DoubleTree Downtown Hotel at 5:00P.M. Hors d'oeuvres will be served at the reception from 5:00P.M. — 6:00P.M. A short orientation will begin at 6:00P.M. Join us at the reception where you will start your exciting AutoZone Liberty Bowl experience by getting acquainted with other selected Queens and their guests. Attire for this event is very casual for Queens and their guests (example: nice jeans and top, dress pants & blouse, etc.)

Friday, December 30, 2011—St. Jude Queens Tour and Luncheon - 11:00A.M.

The world renowned St. Jude Children's Research Hospital is host to the St. Jude Queens Tour and Luncheon. A hospital tour (TOUR IS FOR GUESTS 16 YEARS AND OLDER DUE TO HOSPITAL REGULATIONS) will be given to the Queens and their guests by a St. Jude representative and St. Jude will host you to a wonderful lunch. You and your guests will have the privilege of hearing speakers which will include a representative from St. Jude and a representative from the AutoZone Liberty Bowl. You and your guests will have the opportunity to visit the St. Jude gift shop before departing for the parade. The AutoZone Liberty Bowl will provide Cline Tours buses to transport Queens and their guests from the DoubleTree Downtown Hotel to St. Jude and then from St. Jude to the AutoZone Liberty Bowl Parade (parade details below). Dress for this event and for the parade is: Queens: jeans, any type of shoes you choose, Queen sweatshirt, tiara and sash. (Please bring gloves, scarves, turtleneck, thermal underwear, etc. to stay warm at the parade.) Guests: whatever you choose (just remember you will leave the luncheon and go directly to the Parade, so wear something comfortable).

Friday, December 30, 2011—AutoZone Liberty Bowl Parade - 3:00P.M.

This is your chance to parade down historic Beale Street in front of a packed crowd of Bowl fans. The Queen's guests will be able to join in the fun watching with other Bowl fans along the Beale Street parade route. After the parade, Queens and their guests can stay on Beale Street and enjoy the music. The DoubleTree Downtown Hotel is just a few blocks from Beale Street (so no transportation is needed to go back to the hotel). You can make your own schedule for dinner and evening activities.

### Game Day Schedule of Events — Saturday, December 31, 2011

(Dress for Game Day is SOLID WHITE EVENING GOWNS, WHITE COAT AND GLOVES WITH TIARA AND SASH)

- Rehearsal in the morning before the AutoZone Liberty Bowl Football Classic at the stadium (time of departure from hotel to stadium to be determined). The AutoZone Liberty Bowl will provide transportation for Queens and their guests to the stadium from the DoubleTree Downtown Hotel and then from the stadium back to the DoubleTree Downtown Hotel after the game on Cline Tours buses.
- Pre-Game Buffet begins at 11:00A.M. at the Pipkin Building adjacent to Liberty Bowl Memorial Stadium.
- AutoZone Liberty Bowl Football Classic begins at 2:30P.M. (CST) at Liberty Bowl Memorial Stadium.
- Pre-Game Ceremony begins immediately prior to kickoff. Queens will be escorted to the field by Air National Guardsmen for the pre-game ceremonies.
- All Queens will return to the field at halftime to be a part of the spectacular celebration with KC & The Sunshine Band (this year's entertainer), Miss AutoZone Liberty Bowl and the kids from St. Jude Children's Research Hospital.



Come and be a part of the halftime show with nationally known entertainers. Pictured above are some of the 2010 queens dancing with the renowned O'Jays, Miss AutoZone Liberty Bowl and a few kids from St. Jude Children's Research Hospital. This year's entertainment will be



Meet the children at St. Jude Children's Research Hospital who are receiving treatment and make their day a little brighter!!!



Be a part of the festivities such as the AutoZone Liberty Bowl Parade on world famous Beale Street. We have a spot in the parade just for you!!!