



**NEWS from the Shelby County Mayor's Office  
of Innovation & Performance Analysis**

***Lee Harris, Mayor***

Vasco A. Smith, Jr., Administration Building  
11<sup>th</sup> Floor, 160 North Main, Memphis, Tennessee 38103

**FOR IMMEDIATE RELEASE**

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**MONEYBAGG YO DONATES \$1,000 IN FREE GIFTS TO CHILDREN ATTENDING  
SHELBY COUNTY GOVERNMENT'S GRANDPARENTS' LITERACY EVENT**

***Grammy-nominated recording artist Moneybagg Yo joins more than three dozen community volunteers as a literacy ambassador: "The problem is too huge to ignore."***

**Shelby County, Tennessee** – On Saturday, more than 200 children, grandparents, and community volunteers will come together at the Memphis Botanic Garden to celebrate reading during the Grandparents' Holiday Breakfast. The sold-out event will also feature a visit from Santa and Mrs. Claus, face painting, a dance party, and free copies of *Adventures with Amir & Zuri: Shelby County A to Z*.

Native Memphian and Grammy-nominated recording artist Moneybagg Yo will also give away several special gifts to lucky attendees during the event. The father of eight and graduate of Memphis-Shelby County Schools has pledged his support to help make reading a community-wide effort.

Recent state testing data suggests that as many as 75% of 3rd graders in some local school districts cannot read at grade-level.

**Moneybagg Yo, rap artist:** "I want the best for the kids coming up in my hometown. It doesn't matter what you're trying to do or where you want to be – you're going to have to be able to read to accomplish your goals. I want our youth to understand that. I'm willing to do whatever I can to help Mayor Lee Harris and Memphis-Shelby County Schools turn the stats around and get more of our children reading on grade level. The problem is too huge to ignore."

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**Danielle Inez, Shelby County Director of Innovation:** “A person’s ability to read will impact every aspect of his or her life. That’s good news, because it means we all can play a part in shaping a child’s life by ensuring they practice their reading skills for 20 minutes each day. I commend Moneybagg Yo for using his platform to promote the power of reading to our youth.”

The sold-out Grandparents’ Holiday Breakfast takes place at the Memphis Botanic Garden on Saturday, December 9, 2023, between 10:00 a.m. and 12:00 p.m.

(End of Release)