

THE SWEET POTATO QUEENS® Weekend – 2016

Thursday, March 31-Sunday, April 3

QUEENCENTRIC DEE-TAILS

This is a LOT to read but there's a LOT HAPPENING; so, do both of us a favor and READ IT ALL before askin' questions!

Our THEME this year is:

Fools for Fondren



The HILTON-JACKSON, of course, is our O-fficial Hotel and they are offering a SPECIAL ROYAL RATE for ZDD™ WEEKEND in honor of my 34th Anniversary as THE Sweet Potato Queen! For about 1.072 BILLION seconds (and counting), I have reigned and I have treasured them all. I'm banking on at least that many more, God Willing.

NOTE: Anniversary presents for 34 years = Suck-Up Gifts involving OPALS. And while I do love opals, it should be noted that (Superstitious Twit that I am) if opals are not one's birthstone, they are **bad luck** and the ONLY way to counteract this bad juju is to position DIAMONDS around the opals. SO, unless you are prepared to gift me with diamond-surrounded opals, you should forego them in favor of bacon and/or chocolate. Or even rhinestones or fuzzy stuff. Thank you for your kind consideration in this matter.

THE '16 QUEENLY HILTON ROOM RATE IS ONLY \$109!

Call 601-957-2800.

Do NOT call Hilton's 800-number for "Reservations."

When you first call the Hilton-Jackson, ask to speak to BILLIE BURNS—do not even say the word "reservations" until on the phone with Billie or his voice mail. Say, "May I please speak with Billie Burns." ONLY after you are on the phone with Billie or leaving him a voice mail, you should you think "reservation." And then say the word in context of requesting the 2016 SPQ™ Queenly Rate for your stay at the Hilton-Jackson. Billie WILL call you back ASAP. (You may also E-MAIL Billie: Billie.Burns@Hilton.com)

And DON'T FORGET that the Hilton sponsors the Door Decoration Contest. The Winning Prize is a \$200 credit for your 2017 Hilton-Jackson expenses!

2016 ZDD™ WEEKEND PASSES ARE STILL ONLY \$74!

[CLICK HERE to order your 2016 SPQ™ ZDD™ Weekend Passes.](#)

T H I S I S I M P O R T A N T !

Weekend Passes and Brunch Tickets are NOT mailed.
YOU PICK THEM UP AT THE HILTON,
in the SPQ™ STORE, STARTING THURSDAY.

BIG HAT BRUNCH @ SAL & MOOKIE'S

Only \$21 in advance, \$26 at the door! We just LOOOVE Jeff Good and Dan Blumenthal! And you will meet a fabulous NEW MAN on deck—David Joseph!
Yaaay for alla dese guys!

To make your Big Hat Brunch reservation call 601-368-1919 or
e-mail: SPENCERT@salandmookies.com

There will be a HAT JUDGE—Spud Stud™ Scott Caples—and that means a TROPHY! Scott has WON this contest more than anybody in the history of hats and he will be the sole judge for this event. **Sucking Up to Scott is encouraged**

GOLF CART MINI-FLOAT OR RENTING A GOLF CAR

[To have a Mini-Float in the Parade, CLICK HERE for all the details.](#)

PATTY PECK HONDA DOO DAH DAY™ BLUE CAR GIVEAWAY



[CLICK HERE to buy Raffle Tickets for the 2016 Patty Peck Honda Doo Dah Day™ Blue Car Giveaway!](#)

There will be weekly drawings on [MISS 103 FM RADIO STATION](#) for keys.

The more you buy and the earlier you buy, the better your chances are to WIN! Tickets are only \$10 each and 100% goes directly to Friends of Children's Hospital as part of our fundraising efforts for the Batson Children's Hospital!

QUEENCENTRIC SCHEDULE OF EVENTS

ATTENTION:
PLEASE READ EVERY SINGLE WORD OF THE BELOW BEFORE
YOU E-MAIL JILL (hrhjill@sweetpotatoqueens.com) WITH A QUESTION!

If it's not covered in this letter or the links, fine, ask away; BUT, she will be a wee bit testy if you ask her something that she's already gone to great lengths to address here. Also, please note that this is a basic, preliminary run-down of the events; so, check sweetpotatoqueens.com Parade Page, zddparade.com and Jill's Facebook Pages for up-dates, changes, and additional information.

THIRSTY THURSDAY, March 31, 2016

🍷 Noon – until?

Come-On-In Party – Fitzgerald's at the HILTON-JACKSON.
(Free and open to all!)

FRIDAY FRIVOLITY, APRIL 1, 2016

🍷 11:00a – 1:00ish: **Big Hat Brunch** at Sal & Mookie's.

Call 601-368-1919 or email SPENCERT@salandmookies.com for reservations.
(Not included in the Weekend Pass.)

PRIZE-WINNING DESSERTS – Always Dee-Lishus! This year, some of the desserts will contain a little something extra – which will win a PRIZE for YOU – a gift certificate at one of the Fabulous Fondren Merchants!

Word To The Wise:

There will be NO prizes hidden in that Pecan Goo we always have – MY PERSONAL FAVORITE; so,
I trust that none of y'all will attempt to eat any of it!

*BIG A** HAT COMPETITION* – Your HATS will be JUDGED. I know how y'all LOOOVE a contest (and a PRIZE) – so go on, OUT-DO YOURSELVES!

🍷 ~12:45ish: Big Hats on Parade – an informal sashay from Sal & Mookie's into the center of Fondren. We want EVERYBODY to SEE our Fabulous Big Hats!

A map of the Fondren Business District is inside the March issue of [Find It In Fondren™](#) (available at the Hilton-Jackson). There are numerous boutiques, antique shops, bars, gift and garden shops, shoe stores, art galleries, bakeries, coffee shops, and even a salsa studio (the kind you dance, not eat). And, they are all locally owned, independent businesses! There will be music and Sidewalk Specials at some of the shops and restaurants.

Buses run between the Hilton-Jackson/Sal & Mookie's/Fondren Post Office from 10:45a until 5p, Friday, 1 April 2016.

IMPORTANT CHANGE FOR FRIDAY NIGHT!!!

In recent years, Friday night has been PEARLS & PJs™; however, for 2016 we are having the **MOLLY RINGWALDS** perform – this is a very special (read “expensive”) treat. This party is INCLUDED IN YOUR WEEKEND PASS – but because it costs a small fortune to put on, “outside” tickets will be sold also. Since there will be “normal” folks in attendance, we think it might feel weird...to them for us to be in our darlin’ PJs, and them in regular ole clothes.

(On SATURDAY NIGHT, POST-PARADE, either do your Pearls & PJs for the PARTY IN FITZGERALD’S or your Parade Outfit. Or really whatever you wanna wear.)

- 🍷 7-8pm: HILTON’S SNACK BOO-FAY – served pre-Molly Ringwalds Party – for Weekend Pass Holders – in the Cabana, by the pool.
- 🍷 8pm: HILTON BALLROOM DOORS OPEN – for **THE MOLLY RINGWALDS!** Check ‘em out: themollyringwalds.com
(Included in Weekend Pass – at the door tickets (if available) \$25)

KRAZY KARAOKE – for the “Gifted.” In a different room, of course, than THE MOLLY RINGWALDS.

(Included in Weekend Pass.)

SPEC-TAC-U-LAR SATURDAY, APRIL 2, 2016

PATTY PECK HONDA DOO DAH DAY™ BLUE CAR GIVEAWAY

[CLICK HERE to buy Raffle Tickets for the 2016 Patty Peck Honda Doo Dah Day™ Blue Car Giveaway!](#)

There will be weekly drawings on [MISS 103 FM RADIO STATION](#) for keys.

The more you buy and the earlier you buy, the better your chances are to WIN! Tickets are only \$10 each and 100% goes directly to Friends of Children’s Hospital as part of our fundraising efforts for the Batson Children’s Hospital!

- 🍷 AT 6p BEFORE THE PARADE, KEY WINNERS WILL TRY THEIR KEY ON THE TREASURE BOX LOCK IN THE VIP VIEWING AREA. IT WILL BE TELEVISED ON [WLBT-NBC](#).

*Somebody’s goin’ home with a brand new, blue
HONDA FIT LX CVT from PATTY PECK HONDA!*

- 🌸 9:30am: FONDREN FLEA – Saturday morning, April 2, kicks off with “Mississippi’s largest outdoor sale,” dubbed “Fondren Flea.” From resident and church garage and yard sales to scratch and dent, white elephant and sample sales from merchants, come early to score a deal on fabulous merchandise. Fondren restaurants will get in on the action, too, with planned special brunch menus and lunch specials to carry into the early afternoon.
- 🌸 10a-12:30p: Terrific TAWNY returns to transform your FACES—first come, first painted—free with Weekend Pass—Tawny’s time is limited this year so get in line! Hilton-Jackson location TBA.
- 🌸 5:30p: PARADE LINE UP for mini-floats.
- 🌸 6:00p: PARADE LINE-UP for Marchers – get Queened up and get on the bus EARLY!
- 🌸 ~7:05p: FONDREN’S Zippity Doo Dah® Parade ROLLS!!!

Remember – it’s a NIGHT PARADE – so lotsa battery-operated lights on your outfits!

The 2016 theme is *FOOLS FOR FONDREN* (or whatever else you feel like being a Fool for this weekend!)

Who can be in the Parade? You must be EITHER in a Mini-Float Krewe OR have a Weekend Pass to actually be in the Parade. Parade starts and ends at the Mississippi Memorial Stadium, in Fondren.

THE BUDWEISER CLYDESDALES – INIMITABLE AND THRILLING, up close and personal will again lead the Parade.

([Southern Beverage](#) brings back the World-Famous Budweiser Clydesdales for the 4th year!)

- 🌸 ~9p or IMMEDIATELY AFTER THE PARADE: Fitzgerald’s After-Party – Catch the bus back to the Hilton. Attire: Parade Outfits or Pearls & PJs – suit your ownself!

Late night snacks from the Hilton – we’ll dance some more until we can’t no more!

- 🌸 ~10p: In Fitzgerald's – Larry Vrba Designed BIG A** CROWN Give-A-Way. Somebody's gonna win this especially commissioned, one-of-a-kind CROWN!

REMEMBER MY RULE:

YOU MUST BE IN THE ROOM AND
YOU MUST BE WILDLY ENTHUSIASTIC TO WIN!

Raffle Tickets will be available throughout the Weekend – \$5 each. 100% goes to the Chirren.

**Buses run between the Hilton-Jackson and Fondren
from 9a until 10p, Saturday, 2 April 2016.**

SWEET SUNDAY, APRIL 3, 2016

- 🌸 8:30a: Bathrobe Brunch™ in the Ballroom at the Hilton. Pig Candy, Chef Brenda's Shrimp & Grits and much, much more – YUM!
(Not included in Weekend Pass.)

\$29 in advance; \$39 if purchased in Jackson,
provided space is available.

[CLICK HERE to order your Brunch Tickets](#)

Music details to come.

Jill will speak.

Yes, we really do wear bathrobes.

Doors open at 8:30a. NO advanced Reserved Seating.

Don't dawdle, get up and get on down there – Jill needs to start at 9:30a SHARP so folks with planes to catch can make it in time!

Okay, that's it for now. I'll periodically post ZDD™ Parade and SPQ™ Musical up-dates on my Facebook pages.