

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:

BRAVEHEARTS FOR BATSON



BRAVEHEARTS

FOR BATSON™

Benefiting Friends of Children's Hospital

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 33RD Anniversary as THE Sweet Potato Queen! For about 1.041 BILLION seconds, I have reigned and I have treasured them all. I'm counting on at least that many more, God Willing.

NOTE: Anniversary presents for 33 years = Suck-Up Gifts involving Amethysts, real or imagined; so, I guess we'll see a lot of purple this year. But I look good IN purple, standing BY purple, HOLDING purple, EATING purple, and DRINKING purple. Thank goodness it isn't something orange.

THE QUEENLY ROOM RATE IS ONLY \$109 FOR '15!

Call 601-957-2800. Do NOT call Hilton's 800-number for "Reservations"

- Ask to speak to BILLIE BURNS—do not even say the word "reservations" until you are speaking to Billie. If he is unavailable, leave a message and he WILL call you back.
- And don't forget that the Hilton sponsors the Door Decoration Contest.

The Winning Prize is a \$200 credit for your 2016 Hilton expenses!

2015 ZDD™ WEEKEND PASSES ARE STILL ONLY \$74!

[CLICK HERE](#) to order your 2015 SPQ™ ZDD™ Weekend Passes.

THIS IS IMPORTANT!

Weekend Passes and Brunch Tickets are NOT mailed.

YOU PICK THEM UP AT THE HILTON,
STARTING THURSDAY.

BIG HAT BRUNCH @ SAL & MOOKIE'S

is only \$21 in advance, \$26 at the door!

We just LOOOVE Jeff Good and Dan Blumenthal!

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

- There will be a HAT JUDGE – Spud Stud Scott Caples – and that means a PRIZE!

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 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
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! **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:
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 and zddparade.com for up-dates, changes, and additional information.

THIRSTY THURSDAY, March 26, 2015

Noon – until?

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

FRIDAY FRIVOLITY, March 27, 2015

11:00a Big Hat Brunch at Sal & Mookie's.

Call 601-368-1919 or email maggieb@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!

~12:45p 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). 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
from 10:45a until 5p.***

6 – 9p Daincin' On Duling Ave! In the middle of Fondren, the fabulous *Bluz Boys*, AKA the Ayatollas of Rock 'N' Rolla and the Exalted Rulers of Rhythm & Blues – our very own *Bluz Boys* are gonna be back and we are lovin' them SO!

The Budweiser Clydesdales – INIMITABLE AND THRILLING, up close and personal, all over Fondren. You can't miss 'em – easy to spot.

***Buses run between the Hilton-Jackson and Fondren
from 5p until 9:30p***

10p – Midnight

Pearls & PJs and Pelo Grande (Translation: Oversized Hair-dos – as always, Size Does Matter!) in the Ballroom at the Hilton, with *Chris Gill & the Sole Shakers!*

(Included in Weekend Pass.)

(NO at the door tickets sold.)

- Hair-Dos will be JUDGED and there will be a PRIZE!
Put on your jammies, your fancy joory, and your most spectacular coiffure and dance yourself sillier. *Chris Gill* starts at 10!
- HILTON'S SNACK BOO-FAY – served, while supplies last.
(Included in Weekend Pass)
- KRAZY KARAOKE – for the “Gifted.” In a different room, of course. (Included in Weekend Pass)

SPEC-TAC-U-LAR SATURDAY, March 28, 2015

[CLICK HERE](#) to buy Raffle Tickets for the
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!

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 BancorpSouth VIP VIEWING AREA.
IT WILL BE TELEVISED ON WLBT-NBC CHANNEL 3.

**Somebody's goin' home with a brand new, blue
Honda Civic Coupe LX from PATTY PECK HONDA!**

10a – 2p

SPQ™ Highland Games – Hilton Ballroom – ABSOLUTELY ZERO SKILLS of any kind required. If you can **breathe** and **laugh**, you can be **Champion!** CHEATING (if detected) will be openly scorned but it may not be a disqualifier if it's funny enough. There will be free food and Performance Enhancers (Adult Beverages) will be available at reasonable rates. Prizes of Dubious Distinction and/or Value will be awarded.

- **KILTBOY**, Infamous Titty-Tatter, will be On-the-Job during the **SPQ™ Highland Games** "INSTALLING" bluebird tattoos on Queens! He will also be signing your FREE ADVANCE READER'S COPY of his brand-new, not-even-released-yet BOOK, *Living the Braveheart Life*. Y'all will be the FIRST IN THE WORLD to have copies of Randall Wallace's latest book that will instantly become the go-to gift for every birthday, graduation and Father's Day til the end of time!

~6:45p The BancorpSouth Zippity Doo Dah® Parade!!!

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

The theme is BRAVEHEARTS FOR BATSON – Randall Wallace, writer of Every Guy in the World's Favorite Movie: *BRAVEHEART*, will be Grand Marshal.

REGARDING COSTUMES AND FLOAT DECORATIONS:

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.

**Mini-float Line-up @ 5p. Marchers Line-up @ 5:30p.
PARADE ROLLS @ ~6:45p!**

~8p or IMMEDIATELY AFTER THE PARADE

Fitzgerald's After-Party - Catch the bus back to the Hilton.
Please wear your Parade Costumes for the After-Party in Fitzgerald's!

- 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 will run between the Hilton-Jackson and Fondren
from 4p until 10p***

SWEET SUNDAY, March 29, 2015

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 8:30. NO advanced Reserved Seating.
- Don't dawdle, get up and get on down there – Jill needs to start at 9:30 *sharp* so folks with planes to catch can make it in time!