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**Generous Memphians Donate \$34,000 for Tornado Relief Efforts in Oklahoma**  
*In-Kind Shipping Services Sought to Move Equipment Donation to Moore*

Memphis, Tenn. – June 19, 2013 – A local weekend fundraiser to benefit residents of Moore, Oklahoma, netted more than three times the amount of money event organizers initially expected to raise. The Friday, June 14th “Memphis to Moore” event brought in \$34,000 from Memphians to go directly to Moore Public Schools Tornado Relief Fund. Last month, an EF5 tornado swept through Moore and surrounding areas, at one point reaching 1.3 miles wide, churning slowly on the ground for 17 minutes and causing catastrophic damage – to the tune of \$2 billion – to the community, including the local public school district.

Current Memphian and Moore native Angela Copeland was the mastermind behind the fundraiser, hoping to find a way during this difficult time to give back to the school district in which she grew up. The Westin Memphis and RedRover Sales & Marketing partnered with Copeland to host the fundraiser. The original fundraising goal of \$15,000 was far surpassed.

“The spirit of giving in Memphis is nothing short of extraordinary,” said Lori Turner-Wilson of RedRover. “With the help of countless residents from across the city, a mere 17 days from when Angela Copeland conceptualized the idea, the Westin Memphis ballroom filled to the rim with supporters rallying for the teachers and kids of Moore. It reminded us all just exactly why we love our city.”

Two hundred tickets were sold for the Memphis to Moore event, which took place at the Westin and included free food, drink and parking courtesy of the Westin Memphis and Bleu Restaurant & Lounge. The cost of each ticket went entirely to the school district’s Tornado Relief Fund, with area businesses donating silent auction items and event sponsorships to supplement tickets sales. Program speakers included: digital marketer Angela Copeland, Westin General Manager Patrick Jordan, RedRover CEO Lori Turner-Wilson, Downtown Memphis Commission President Paul Morris, and Moore School Teacher Hether Little. Memphis musician Grace Askew and the group The Super 5 provided musical entertainment. WMC-TV reporter Lauren Squires emceed the event. Guests had the opportunity to have photos taken in the “Amurica” photo booth with many holding special messages to the teachers and students of Moore.

Moore Public Schools is the third-largest district in Oklahoma, with more than 23,000 students and 1,400 teachers. Covering 159 square miles in Moore and south Oklahoma City, the district is made up of 23 elementary schools, five junior high schools, three high schools, five alternative schools, and an Internet-based curriculum.

Twenty of the school district's 35 properties were damaged by the tornado. When she heard that Highland East Junior High's gym was completely destroyed, area fitness coach Karen Wilder made a donation of gym equipment worth \$18,000. Once a shipping donor is secured, the equipment will be headed to Moore. Event organizers are asking for assistance in shipping and delivery services to move the heavy equipment from Memphis to Moore.

Auction items included a stay at The Peabody Hotel, a tour of Memphis with the American Dream Safari, Ballet Memphis tickets, chocolates by award-winning designer chocolatier and chef Phillip Ashley Rix, and locally made jewelry and art pieces. Business donors included: AngelaCopeland.com, The Westin Memphis Beale Street, RedRover Sales & Marketing, Karen Wilder Fitness Studio, Acost Sales & Marketing, Advantage Waypoint, Amurica.com, Ancora Studios, A. S. Barboro, A. Wiseman Consulting, Bleu Restaurant & Lounge, Blue Sky Couriers, Chris Newsom Photography, Crash Entertainment, The Foodservice Group, Hicks Convention Services and Special Events, Hnedak Bobo Group, The Hopco Group, Hot Graphics Printing, Inc., Lee's Landing Parking, LeFleur, Metro Wholesale Florist, Paramount Marketing Group, Sysco, Towne Park and VanWraps.com.

Photos from the Memphis to Moore event are available online for download at <http://memphistomoore.org/photos/> compliments of Kim Garmon with AncoraStudios.com. Video of the event and storm damage is available at <http://memphistomoore.org/videos/> compliments of Chris Newsom Photography and Ancora Studios.

Memphians can still make donations to the Tornado Relief Fund at <http://www.MemphisToMoore.org>.

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