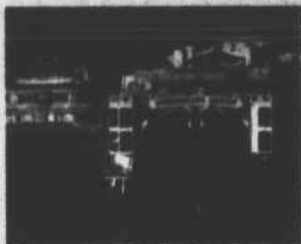


Don't - Mississippi



The name "Mississippi" conjures up images of that ancient and legendary body of water. As beautiful and mystical as the river, Mississippi - as a state - is much more. There is no one point in the state that defines Mississippi. There are so many different landscapes, so many different people, so much variety. The tie that

binds it all together is the spirit of community, the love and respect for the land, and the concern for people.

The Black traveler will especially be interested in the importance of African-American heritage in Mississippi. From the early days of Civil War heroes, to the leadership of Black merchants, educators and other key community figures, to the more recent civil rights achievements, visitors can follow trails of courage and change throughout the state.

The Blues tradition is alive and well in a residential Black neighborhood between downtown Jackson and the Jackson State University. On weekends, a smoky nightclub named Subway, vibrates with the sounds of the Blues. Subway opened as a jazz club in the basement of the Summers Hotel in 1996. Its owner, Jimmy King, had recently visited New York City, where he was fascinated by the subway sys-

tem - hence, its name. During segregation, the Summers Hotel was the place where prominent African-American artists - Count Basie, Duke Ellington, James Brown - lodged while performing in Jackson at clubs that thrived on nearby Farish Street, a historic street that was once the bustling hub of the city's Black cultural, economic, and political activity.

Since the introduction of casino gambling in 1992, Mississippi has become second only to Las Vegas as America's most popular gaming destination. With 31 full-service casinos, most are set on the Mississippi River and Gulf Coast waterfronts. A golf and gaming vacation in the Magnolia State offers round-the-clock excitement for every winning guest.

What brings visitors back to Mississippi again and again is the friendliness of its people. Everyone smiles and says "hello" whenever passing on the street. Drivers are patient and polite in this place where even blowing a car horn is considered rude. Visitors will feel comfortable and safe with both the climate and the people. The word of the day in Mississippi is WELCOME.

(For information about the state of Mississippi call the Division of Tourism Development 1-800-WARMEST)

Ben E. King's "Stand By Me Foundation"

Music's legendary king of R & B music founded "The Ben E. King Stand By Me Foundation" in September of last year. The Foundation is a non-profit organization in Teaneck, New Jersey, established for the purpose of generating funds for deserving youths working to further their education and to assist various civic organizations and associations in their efforts to improve the quality of life of their constituents.

The Foundation's first fundraiser, scheduled from August 24 - August 26, 1998, will be the 1st Annual Celebrity Golf Classic. The festivities will kick-off on Sunday with an all-star show along with an auction, and pairing party. On Monday, the tournament begins with a continental breakfast, tournament, lunch, and to end the evening - an awards banquet. The Lansdowne Conference Resort in Leesburg, Virginia provides the perfect setting for you to not only have a wonderful time, but more importantly - to provide the helping hand that our communities so desperately need. For additional information, call 1-800 852-6936.