**« (Director Note)**

**901 DAY - pkg (editing version) »**

**« ( Talent / 1 Shot / Cam 1 ) »**

**« Compix Talent - CG#: $$$$**

**Talent /Insight News »**

Memphians are adding a new holiday to their calendars.

It's called 901 Day and September first marked the first time the holiday was recognized city-wide.

**« (Director Note)**

**901 DAY - PKG (editing version) »**

**« Take PKG Runs.. 1:20 ..Memphis Insight news"**

**»**

**« Compix Locator - CG#: $$$$**

**Midtown Memphis »**

Businesses and organizations across Memphis participated in 901 Day.

Teaming up with I Love Memphis dot com, The Memphis Botanic Gardens kicked off the celebration with free admission into the garden, refreshments, and live music.

The Gardens' Special Projects Supervisor was happy to play a part in the celebration.

**« Take SOT Runs.. 0:20 ..and its people"**

**""It's a wonderful time we're having out here with 901 Day. It's the first one, it's the kick-off event, and it's just wonderful to be working with people like karry and jen who obviously have such a love for Memphis and its people"" »**

**« Compix Name Super CG#: $$$$**

**Drew Massengale »**

**« Compix Locator - CG#: $$$$**

**Toby Skate Park, Midtown Memphis »**

Toby Skate Park also held free skate lessons for children with the support of instructors who understood the holiday's mission.

**« Take SOT Runs.. 0:12 ..and respecting others"**

**""Just promoting positivity in the community through healthy activities … we do definitely have a sense of community teaching kids about etiquette and respecting others."" »**

**« Compix Name Super CG#: $$$$**

**Chad Crawford /Skateboard Instructor »**

**« (Director Note)**

**Standup »**

**« Compix Talent - CG#: $$$$**

**Catherine Patton /Insight News »**

["Thirty three othe events took place in the city, and Karry Crawford, co director of 901 Day and owner of I Love Memphis Blog dot com, was very pleased with the turnout."]

**« Take SOT Runs.. 0:11 ..next year for sure"**

**""I'm so excited, I'm completely overwhelmed by how many people wanted to be involved and wanted to do stuff and are into it, so we'll do it again next year for sure"" »**

**« Compix Name Super CG#: $$$$**

**Karry Crawford »**

**« (Director Note)**

**VO continues »**

Other events included free tours at Mud Island and the finale at Mollie Fontaine Lounge.

Catherine Patton, Midtown Memphis, Insight news.