



**Lloyd Price Philanthropy Pledge
is Appreciated by his Home State of Louisiana!
Press Conference is Set for
August 14, 2007 at Tipitina's in New Orleans:**



July 21, 2007 The Times Picayune Newspaper Article



Soul man has recipe for relief

He vows to aid Kenner with new cereal line

By Barri Bronston
East Jefferson bureau

Lloyd Price, the R&B legend who was born in Kenner, is mixing capitalism with philanthropy in his latest venture.

Price, now 74 and living near Manhattan, is a Rock and Roll Hall of Fame member best known for singing such 1950s hits as "Stagger Lee," "Personality" and "Lawdy Miss



Lloyd Price
Plans Aug. 14 press conference at Tipitina's

Clawdy." He's already got a line of Lawdy Miss Clawdy food products, and now he's starting a Make Momma Proud brand of crunchy granola cereals.

His nephew, a LaPlace resident also named Lloyd Price, told the Kenner City Council on Thursday that he will donate as much as \$5 million from the cereal line to Kenner if sales are as strong as hoped.

"Kenner has always been in his heart," Price's nephew said Friday. "After Katrina, he wanted to formulate a plan to help. The whole aim is to help people recover."

Price later confirmed the

See **PRICE, B-3**

Cereal line linked to relief efforts

PRICE, from B-1

pledge. "It's the right thing to do, no question about it," the singer said.

His nephew did not know specifically how the money from cereal sales will be earmarked but said most of it probably will go to Kenner's nonprofit organizations.

"We have no doubt that once the cereal hits the market, it will sell," the singer's nephew said. "I'm not just plugging it because it's my uncle's product. It's really a great cereal."

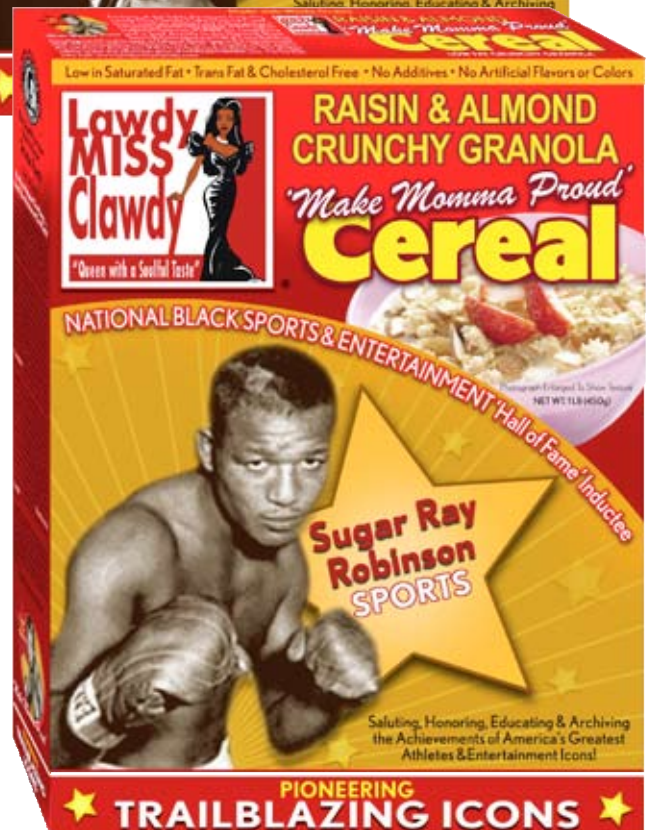
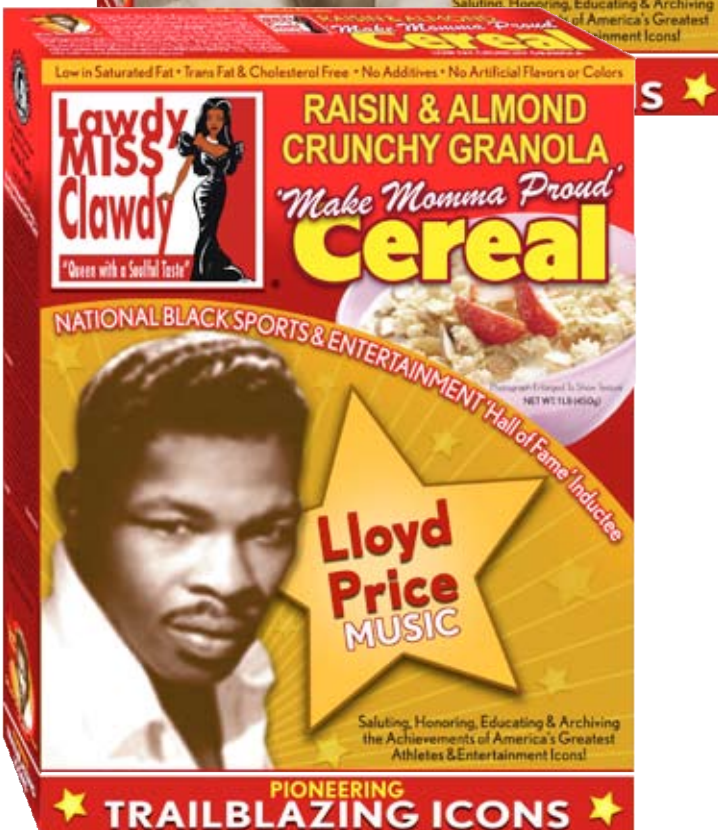
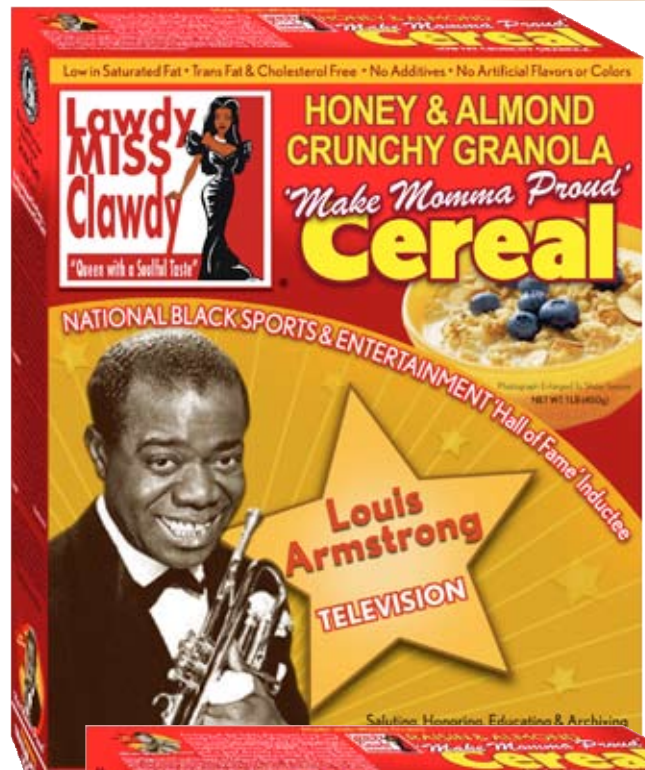
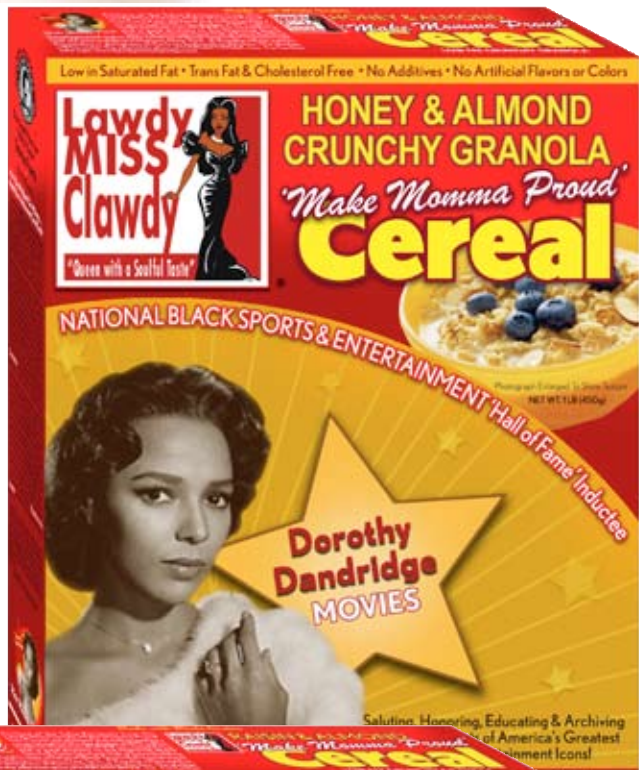
Price said he will hold a press conference Aug. 14 at Tipitina's in New Orleans to announce other philanthropic endeavors.

Kenner Mayor Ed Muniz expressed gratitude for whatever Price gives back to his hometown.

"Lloyd Price is a legendary figure," Muniz said. "We even named a street after him in Rivertown. He is a native son who had such a humble beginning and went on to achieve the American dream."



Lawdy Miss Clawdy 'Make Momma Proud' Cereal will help to Bring a \$15 million *Bowl of Relief* to Katrina Victims: \$5 million to Kenner, LA, \$5 million to New Orleans, LA, and \$5 million to Southern, University.



FOR MORE INFORMATION:

www.lawdymissclawdy.com or email: info@lawdymissclawdy.com