

PRESS RELEASE

Jerry Butler: The World Celebrates a Day in the Life of 'The Iceman' -- December 8, 2020 Proclaimed Jerry Butler Day

FORT LAUDERDALE, Florida -- For Immediate Release (11/17/20) -- CSC International Triple C Award for Public Service Extraordinaire and Captains of Industry '20 Recognition Award and mayors, radio stations (local and internet) around the world have joined together to honor Rhythm & Blues icon-turned political leader, **Jerry Butler by designating December 8, 2020 [Butler's birthday] "Jerry Butler Day."** CSC is inviting all mayors to provide a Proclamation to Mr. Butler, radio station personalities and internet play his music at some point during the 10 days, between November 29 through December 8. **Mr. Butler will be listening!**

"It is a fitting tribute to a man who has meant so much and has inspired so many in Florida and elsewhere over the years," said Sharon Reid-Grannum, for his remarkable contributions in both the Entertainment and Public Service Industries. "I am humbled and very, very appreciative of this great honor," said Butler, 80, from his home in Chicago. "It was totally unexpected, and I thank everyone involved."

"You mean 'The Iceman' cometh, said **Mayor Ken Thurston**, City of Lauderhill, Florida," who was the first to step up and presented both a memoir and an official Jerry Butler Day Proclamation, due to COVID-19, plans were changed for Mr. Butler's visit to the City. **Dr. Dennis Grant**, WAVS Radio immediately upon hearing of the event, committed to dedicating his radio hours to "The Iceman" by playing his music throughout 3-hour program. Then **Leonie the Lioness**, Internet Radio hostess, immediately dedicated formerly her Internet Radio Shows, highlighting his music and allowing for call-in sessions from fans. The plans keep building and we are excited! We are inviting all who had enjoyed and were awed by this man to join the show by calling in.

"**Jerry Butler Day**" is the brainchild of longtime Florida resident Sharon Reid Grannum, who said she met Butler decades ago and was immediately impressed by the impact he had on the people he met, especially people in Florida's Caribbean community. "He was so unlike many of the people who came here, performed and left, seemingly unmindful of anyone's cares or wants. Mr. Butler always seemed to care."

Reid Grannum said she asked the Mayors to provide proclamation, and also have asked several radio and television outlets in Florida to devote as little as three minutes or more to playing Butler's recordings or reminisce about a bygone era. She has been inspired as she has received a hundred percent on board. Rodney Baltimore when invited to participate noted, "I will do my part let him know the crowd at the Palm of Hallandale miss him."

Butler began his music career in 1958 as the lead singer of a group called The Impressions and featured a 15-year-old guitarist named **Curtis Mayfield**, who would go on to become a virtual "hit machine," writing million-plus sellers like "Amen" and "People Get Ready." With Butler singing the lead on a song he pinned himself, called "**For Your Precious Love**," The Impressions were an instant hit. The song became Butler's signature tune after he left the group in 1960.

Butler went on to perform in a career that spanned more than 60 years. During that span, he wrote and produced songs that were later performed by such greats as **Otis Redding, Aretha Franklin, Elvis Presley, Isaac Hayes, and Dusty Springfield**, among others. Two surviving members alongside the late-Curtis Mayfield, Messrs. Fred Cash and Sam Gooden, in speaking Mr. Cash, was delighted to share the sentiments on honoring their comrade.

"If it hadn't been for Jerry Butler, there wouldn't have been a Soul Train," according to the late Soul Train creator Don Cornelius, writing in Butler's memoirs, titled "Only the Strong Survive," published by Indiana University Press in 2000. "Jerry's a classy guy...a rare individual. If you had to design an artist in terms of character and style, you'd have to model that artist after Jerry Butler. There are not a lot of Jerry Butlers in the music business."

Butler He gained wider fame in the mid-1960s, when he teamed with the writing and producing duo of **Kenny Gamble and Leon Huff**, whose Philadelphia International recording label started turning out hits with regularity with stars like **The O'Jays** and Butler himself. In the 1980s, as his entertainment career began to wind down, Butler joined with other celebrities, including the late CBS-TV reporter and "**60 Minutes**" host, **Ed Bradley**, singer-guitarist **Bonnie Raitt, Gladys Knight, Stevie Wonder**, and others, and formed the Rhythm and Blues Foundation to help fellow entertainers cope during hard times. Butler was elected chairman of the Foundation. Then, in 1983, after some gentle prodding from fellow-Chicagoan, **Congressman Bobby Rush (D-III)**, Butler entered politics, amassing some 2 million votes in his first run for one of eleven commissioners on the Cook County Board of Commissioners. Throughout his 35-year tenure on the county board, Butler was routinely courted by political office hopefuls -- among them **Bill and Hillary Clinton** and **Barack Obama** -- seeking his endorsement. Bowing to the pressures of age, caring for Annette, his wife of 60 years, as well as the debilitating effects of Parkinson disease, Butler finally retired from public life in 2018. For more information contact Reid grannumsr@cscorpfl.com | (786) 872-6700 – More info forthcoming at www.cscorpfl.com.