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THE PEABODY MEMPHIS WELCOMES JIMMY OGLE AS NEW DUCKMASTER

MEMPHIS, TN – September 22, 2016 – The Peabody Memphis’ world-famous mallard ducks are marching under new leadership today. Memphis historian and tour guide Jimmy Ogle has stepped into the coveted role of Peabody Duckmaster.

Well-known within the Memphis community as a historian, tour guide, public speaker, story teller and all-around Memphis ambassador, Ogle will bring his vast knowledge of the region’s history to the role of Duckmaster. In addition to caring for the hotel’s five North American mallards and leading their twice-daily marches, he will act as The Peabody’s in-house historian and work to expand upon the hotel’s History Tours and Memorabilia Collection. As Duckmaster, Ogle will also continue The Peabody’s Goodwill Ambassador Program of local community appearances and visits to area schools, retirement villages and hospitals.

“Because the Duckmaster acts as a brand ambassador to The Peabody and to the destination by extension, it’s important that the person who fills that role be someone who is passionate about Memphis and embraces our unique Southern traditions, such as the Peabody Duck March. In that regard, we’ve hit the jackpot with Jimmy. He’s is our dream Duckmaster,” said Doug Browne, President, Peabody Hotels & Resorts.

During his lengthy career serving Memphis, Ogle has held positions at Beale Street Landing, Memphis Rock ‘n’ Soul Museum, Performa Entertainment (Beale Street), Memphis Queen Line, Mud Island River Park, Memphis Parks Commission, and most recently as Community Engagement Manager for Riverfront Development Corporation. He sits on numerous historical and heritage boards in the region and is the official Shelby County Historian, a position appointed by the Shelby County Commission that he will continue to hold.

Ogle is only the sixth Duckmaster in the history of the “South’s Grand Hotel.” The role of Duckmaster originated at The Peabody Memphis more than 80 years ago. The Duckmaster is responsible for the care and well-being of the Peabody Ducks, including feeding and training the teams for their marches. When not tending to the five North American mallards, he acts as an ambassador for the hotel, greeting guests in

the Grand Lobby, conducting Hotel History Tours, doing media interviews, making community outreach appearances, and occasionally traveling with the ducks to promote the hotel.

The time-honored tradition of the March of the Peabody Ducks began in the 1933 when live ducks were placed in the hotel's lobby fountain as a practical joke. At 11am each morning, the Peabody Ducks march from their rooftop Royal Duck Palace - along a red carpet to the tune of John Philip Sousa's "King Cotton March" - to a marble fountain at the center of the Grand Lobby. There they splash and preen until 5pm, when the procession reverses and the ducks retire for the evening.

The title of Duckmaster was coined in 1940 when the hotel hired a former circus animal trainer named Edward Pembroke as a Bellman. Pembroke offered to help with delivering the ducks to the fountain each day and conceived of the now-famous Peabody Duck March. Mr. Pembroke served as Peabody Duckmaster for 50 years until retiring in 1991. The late Mr. Pembroke's portrait hangs at the entrance to The Peabody and one of the hotel's luxury suites is named in his honor.

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