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## Joy Week of 'The Bobby Bones Show' raises \$325,000

When Luke Bryan finished wrapping up Joy Week at "The Bobby Bones Show" on Friday, the weeklong in-studio concert series had raised \$325,000. The goal was \$50,000.

The show's cast, which includes Bones, Amy Brown and Dan "Lunchbox" Chappell, will donate the original goal of \$50,000 to St. Jude Children's Research Hospital. The other \$275,000 will go to the Red Cross for relief efforts in the aftermath of Hurricane Harvey.

"I've never asked (listeners) for something for someone else and they haven't given," Bones said. "The storms were just crushing. I'm watching it on TV, and I'm seeing people who are struggling and so are my listeners. I know they are looking for ways to help, so I just wanted to put it out there in the easiest way possible."

Joy Week sprang out of the show's Pimpin' Joy movement, which was inspired by the cancer battle of Brown's mother, Judy. To keep the show's listeners updated on her mother's health, Brown created the Twitter handle @judybepimpinjoy. Soon after, her mother's health deteriorated. In the chapel at the hospital, Brown's mother told her she hoped "The Bobby Bones Show" could turn her battle with cancer into something bigger. With that fresh on their hearts, Bones and Brown decided to make Pimpin' Joy a "thing."



Maren Morris, surrounded by Bobby Bones and Amy Brown, helped kick off Joy Week at "The Bobby Bones Show" on Monday. (Photo: Courtesy of "The Bobby Bones Show")

At first, Bones said, they didn't know what the "thing" was, and it still isn't defined other than "trying to find the joy within yourself and move it to other people."

The team created a Pimpin' Joy line of apparel, the sales of which benefit multiple charities. Since its inception in 2014, more than \$1.6 million has been raised for donation through sale of the clothing.



Bones started Joy Week three years ago as a way of spreading joy, it morphing into a fundraiser only recently. He asked himself what he could do that no one else could. The answer was to have artists come into the studio to perform on his show for no other reason than making people happy. His first calls were to Brad Paisley and Dan + Shay, who said yes immediately. By year three, Bones had artists lined up the hallway waiting to come into the studio, sing a couple of songs and then leave to make room for the next artist.

This year he changed it up by inviting singers to come in with their full band and play for an hour on "The Bobby Bones Show." Walker Hayes launched Joy Week on Monday with a song he wrote years ago, "Joy Like Judy," before Maren Morris took the microphone for the next hour. Brett Eldredge played Tuesday, and Dustin Lynch sang Wednesday. Rascal Flatts played during Thursday's show, and Luke Bryan capped the week Friday.

"It's a reset for me," Bones said of Joy Week. "It's a 'Remember why you're here and what you're doing.' Being able to do service is the greatest thing. It's crazy I'm able to go on the radio and say stupid things and have listeners have a bond and take that bond light and shine it onto other places. That's the part I never expected. I have a great job. I'm probably not going to be able to do it forever so while I can, I want to give back as much as possible."