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The 9th Annual Love Yourself Event Fundraiser Offers a Sweet Self Care Experience This Valentine's Season

Memphis, Tennessee — The S.O. What! Foundation, founded by award winning speaker, author, and entrepreneur Summer Owens, will host its 9th Annual Love Yourself Event on Saturday, February 7, 2026** at the Great Hall and Conference Center. Each year, the event celebrates one of the most important principles taught through the Foundation's programs: self love.

This year's event will carry an even deeper meaning as it includes a special focus on breast cancer awareness, inspired by the founder's recent breast cancer journey. The evening will be hosted by Big Sue, beloved radio personality and breast cancer survivor, whose voice and story resonate across Memphis.

Guests will enjoy an elevated night of pampering and empowerment featuring:

- Live acoustic music by Will Davenport
- Comedy by Jae Henderson
- Over 30 small business vendors
- Delicious food from local caterers
- Unlimited wine and signature cocktails from Old Dominick Distillery
- Massages, facials, and other self care experiences
- Inspiring and informative speakers

The Love Yourself Event has become a cherished tradition for women and men, singles and couples, offering an uplifting environment where attendees can slow down, reconnect with themselves, and be reminded that self care is not a luxury. It is essential.

Past attendees often describe the event as life changing. One guest shared, **"It fits both couples and singles. You can come to one place and get pampered and get advice in the same event. My friend suffers from depression, and this event gave her life. We are forever grateful."*

Summer Owens explains, "How you feel about yourself impacts every decision you make. Self love shapes confidence, relationships, and how we show up in the world. And after walking through my own breast cancer journey, I understand more than ever how important it is to take care of yourself mentally, physically, emotionally, and spiritually."

All proceeds support the S.O. What! Foundation and its mission to help youth and young adults overcome obstacles and eliminate excuses hindering individual, family, and community success.

With its new elevated experience, meaningful focus on wellness, and unforgettable entertainment, the Love Yourself Event is also the perfect holiday gift for friends, family members, coworkers, or anyone who deserves a night of joy and rejuvenation.

Tables, tickets and event details for the 9th Annual Love Yourself Event are available at www.theloveyourselfevent.com.

About The S.O. What! Foundation and Founder, Summer Owens

The S.O. What! Foundation was founded in 2012 to help challenged youth learn to deal with their challenges and overcome their obstacles. Through its STEP-OUT (Self-esteem, Teamwork, Exposure, Personal Develop – Overcome, Understand, and Triumph) Program, extensive attention is devoted to each participant to help them deal with the issues in their lives that bother them and could keep them from living up to their potential.

At the age of 15, founder, Summer Owens, became a mother as the result of a forced sexual encounter. In her memoir, she explains how low self-esteem was a major factor in her becoming a teen mother. She lived a challenging life as a single mother raising a young man. However, she graduated from high school, college, and business school with honors. She did this all with limited support and without government assistance as she balanced being a mother with her rewarding yet demanding career. Summer beat the devastating statistics teen mothers face yet as a concerned mother, she witnessed the challenges her son and most youth and young adults face— From dealing with emotional issues and challenging home lives to trying to fit in and figure out who they are. Watching her son and countless youth fighting and often succumbing to these trials, Summer knew she had to help youth and young adults find themselves, make good decisions, dream, and pursue their dreams regardless of the obstacles they face. Through her speaking and coaching business, S.O. What!, and the S.O. What! Foundation, Summer uses her story to help others achieve success regardless of their circumstances.