# SNOOKNUK

COMPLETE PRESS & EDITORIAL KIT | 2026–2027



SNOOKNUK — editorial portrait

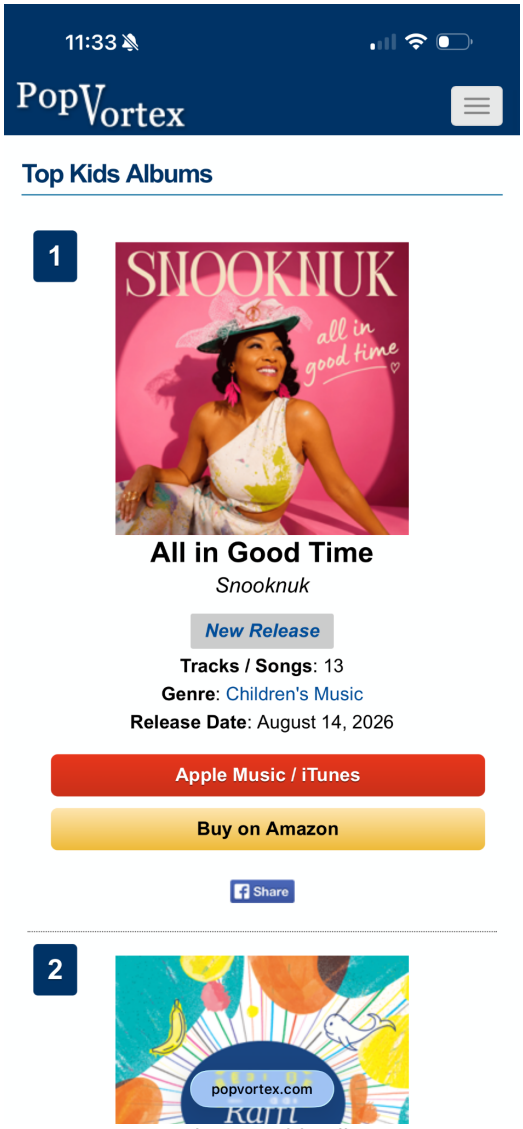
## A soulful, joy-filled musical world for the whole family.

From North Memphis to Laurel Canyon and back to Stax, SNOOKNUK connects Soul, Gospel, Jazz, Orchestral Pop and global rhythms through songs, storytelling and live performance.

Official SNOOKNUK website

# All In Good Time — Number One on Release Day

Released August 14, 2026, All In Good Time reached #1 on the US iTunes Kids Albums chart on release day. The original PopVortex chart was captured by the Internet Archive at 07:45:39 UTC.




PopVortex chart screenshot supplied by SNOOKNUK. US iTunes Kids Albums, August 14, 2026.

View the original archived chart

# The Artist: Memphis to Laurel Canyon and Back

SNOOKNUK is the family-music identity of recording artist Cheri Moon, raised in North Memphis. She performed with the Pigram Family Choir as a young singer, and developed a professional career spanning songwriting, recording, performance and education.

In 2018, Cheri moved to Laurel Canyon, a Los Angeles neighborhood associated with the songwriting culture of the 1960s and 1970s. Many of the songs for All In Good Time were written there. Her return to Memphis to record with the Stax Music Academy Choir brings the musical journey full circle.

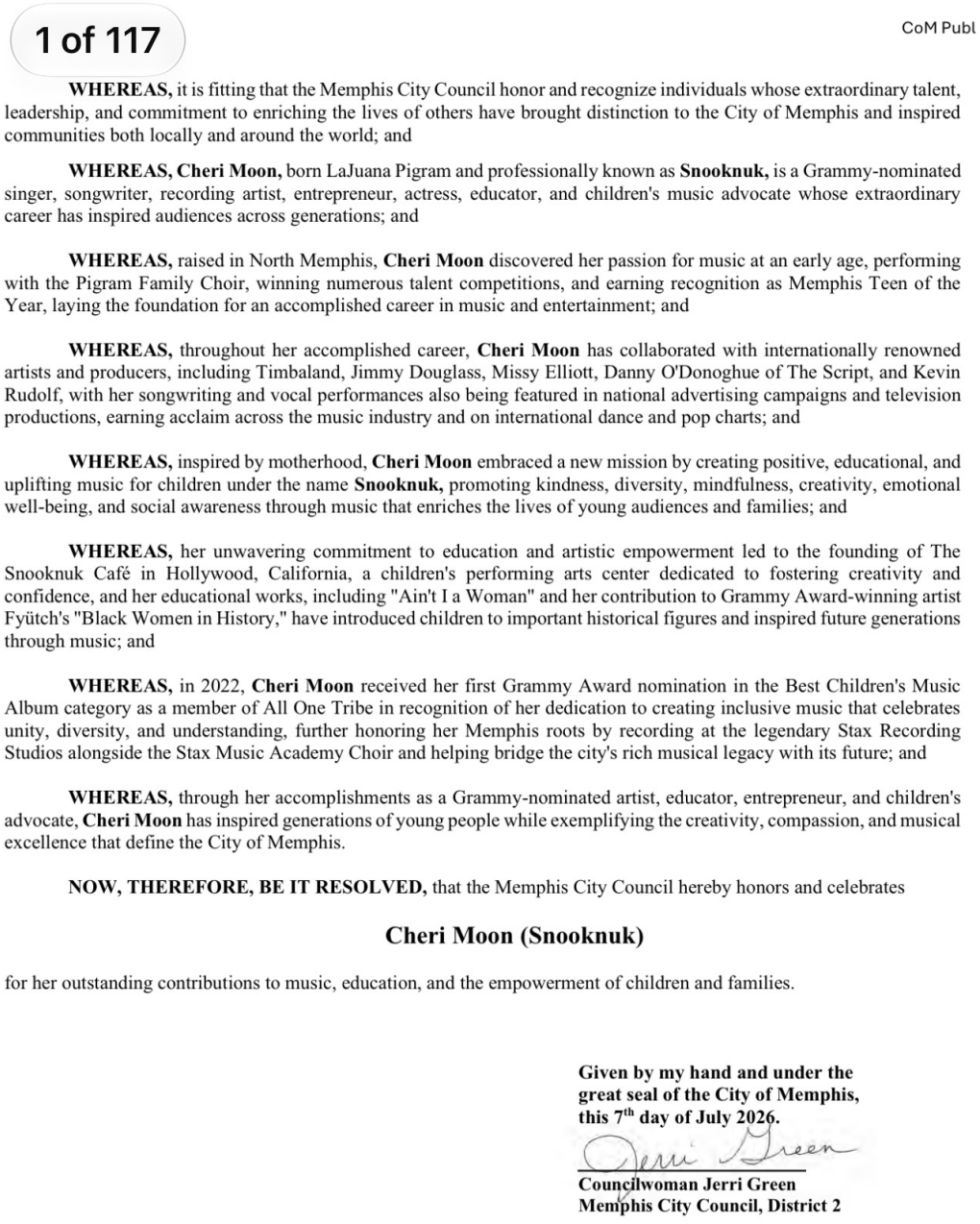
Her collaborations over the years have included producers and performers such as Timbaland, Jimmy Douglass, Missy Elliott, Danny O’Donoghue and Kevin Rudolf. All In Good Time was produced by Lucy Kalantari and features a wide range of guest musicians and collaborators.



All In Good Time — album photo session

# Honored by the Memphis City Council

On July 7, 2026, the Memphis City Council honored Cheri Moon (SNOOKNUK) for her outstanding contributions to music, education and the empowerment of children and families. The resolution was signed by Councilwoman Jerri Green, District 2.




Memphis City Council resolution, July 7, 2026 — supplied image

# The Stax Homecoming

Recording with the Stax Music Academy Choir in Memphis brought SNOOKNUK back to her musical roots and connected her work with a new generation of singers. The “Do Re Mi” project also involved Kwamé and Pierce Freelon.



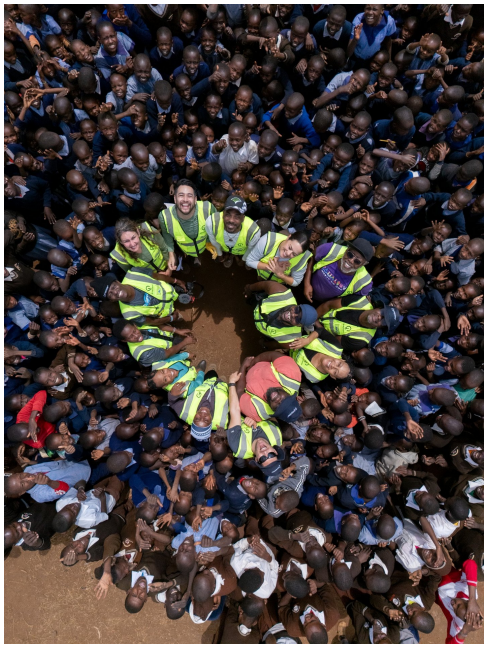

Stax theater marquee




Stax Music Academy Choir

# Limitless — Kenya, Community and Music

SNOOKNUK traveled to Kenya as part of a humanitarian visit connected with GivePower. The song “Limitless” became a shared anthem for the village, with residents singing together. The experience combined music with community connections and solar-powered infrastructure. Additional photographs, the solar tower inscription and village-singing footage are forthcoming.



SNOOKNUK with members of the Kenya community



On location during the Limitless project

## The Origins: Kickstarter and SNOOKNUK Café

In 2013, Cheri Moon launched “SNOOKNUK Kids Project — We’re Bringing Happy Back!” to support the manufacture and promotion of children’s music and videos. The Kickstarter campaign received $4,445 from 32 backers.

SNOOKNUK Café, which opened in Los Angeles in 2014, became a creative center for families. The Zappa family were among its members. The café also hosted the much-discussed Destiny’s Child reunion and Mannequin Challenge.

Cheri wrote, produced and directed the “Waggle Dance” video, another example of the hands-on creative work behind SNOOKNUK.

Watch Waggle Dance




Live at SiriusXM Kids Place Live

HEY SISTER — live at SiriusXM

SAY SOMETHING — live at SiriusXM

# Live Performance & Music Education

From hands-on drumming and dancing to outdoor festivals and interactive family shows, SNOOKNUK makes every performance a shared experience. Her live work spans concert stages, classrooms and community events, inviting children and families to sing, move and make music together.



Children joining SNOOKNUK for a drumming activity



SNOOKNUK leading an interactive live performance



Children dancing with SNOOKNUK



SNOOKNUK leading an outdoor ribbon activity

# On Stage and in the Classroom




SNOOKNUK on stage at Club Joy · photography: César Heiberg



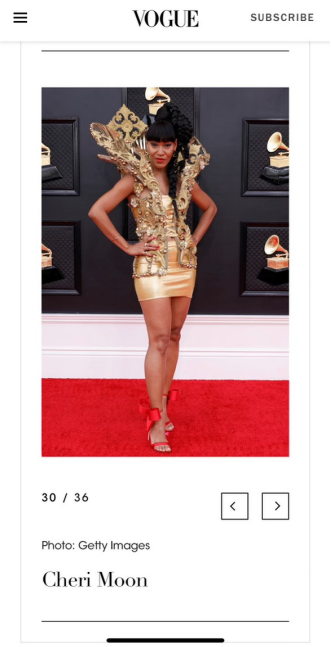
SNOOKNUK leading an interactive classroom music lesson



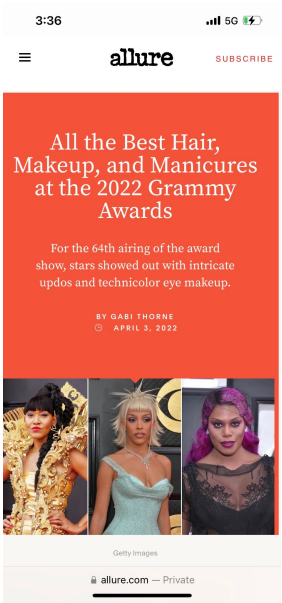
Families enjoying SNOOKNUK’s robot puppet show

# Fashion, Culture and Editorial Coverage

Cheri’s GRAMMY red-carpet fashion has been covered by Vogue, Allure and The Cut. Her gold ensemble and sculptural hairstyle attracted attention, while the story of her work across music, fashion and family entertainment offers additional interview angles.




Vogue red-carpet coverage — screenshot for editorial reference




Allure GRAMMY beauty coverage — screenshot for editorial reference

# Additional Editorial Images

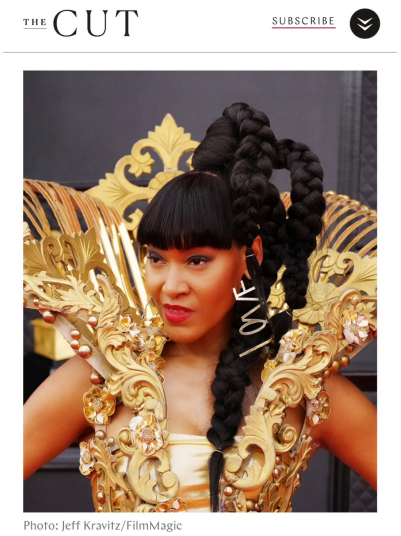
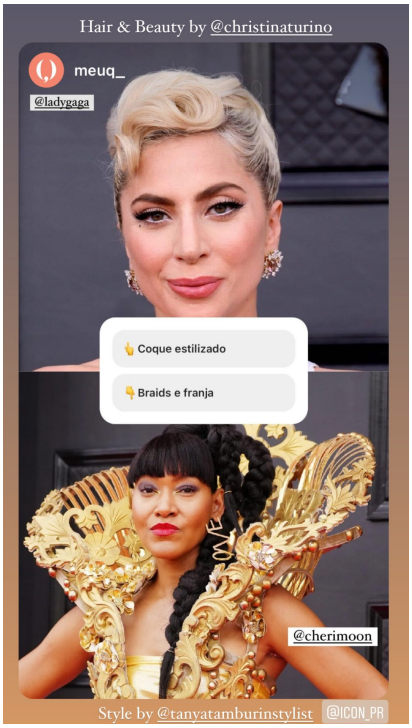

THE CUT SUBSCRIBE

Photo: Jeff Kravitz/FilmMagic

Another bayang! But, this one had a standout ponytail attached to it. There was nothing basic about Cheri Moon's braided ponytail. With its flashy silhouette and gold adorned jewels, this pony deserves a Grammy, too.

The Cut — editorial coverage




Red-carpet hairstyle comparison — social media image

# The Complete EPK Photo Collection

The following pages include all locally available stills used in the online EPK. Editorial screenshots are included for reference; reproduction rights and image credits should be checked before external publication.



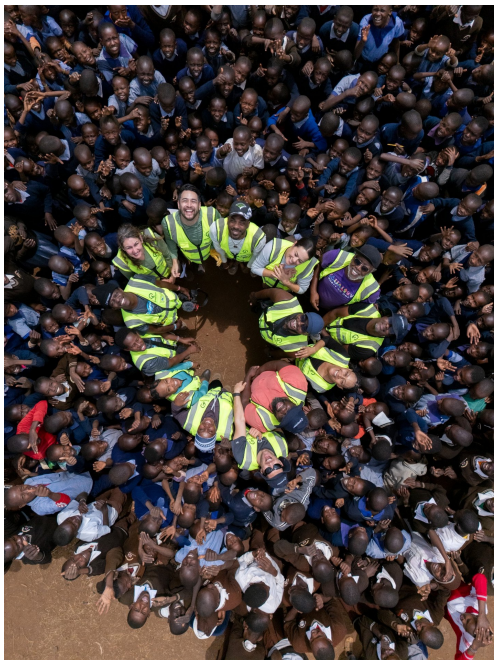

SNOOKNUK performing with band on Memphis Music Mix



Stax Museum · SNOOKNUK, Kwamé & choir



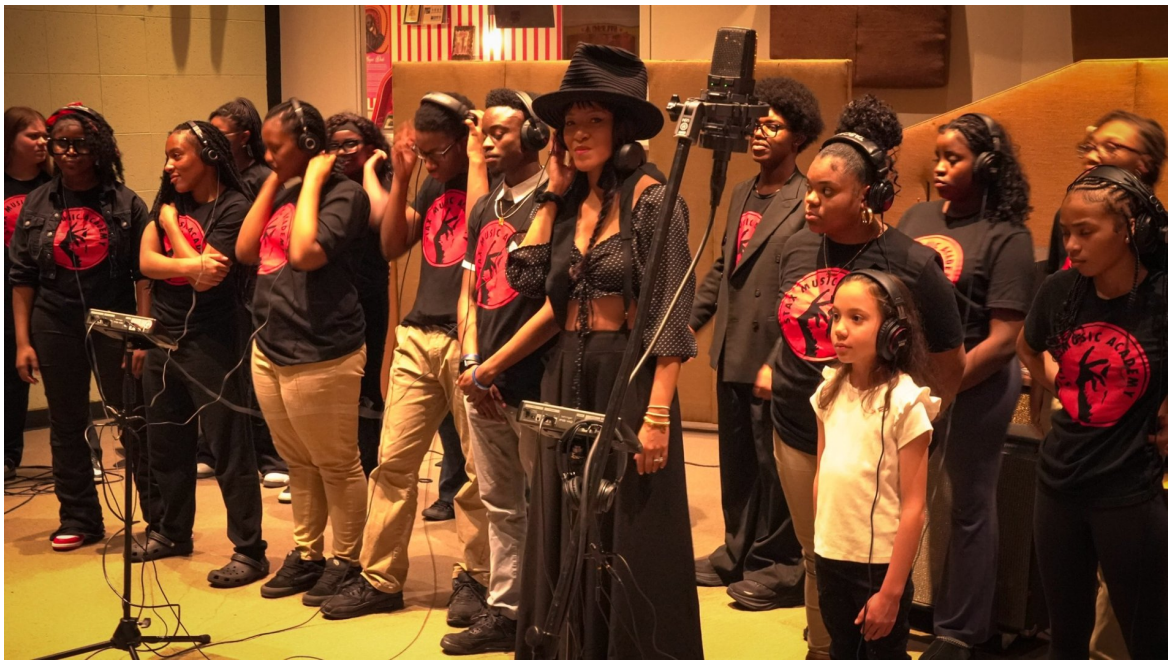
Editorial portrait · feather cape



Kenya · community and GivePower team




Limitless · on location with musicians



Recording with the Stax Music Academy Choir



Live performance




SiriusXM · live ensemble



Live at the GRAMMY Museum



Live at Revolver Recordings



Album artwork photo session




Live on stage




SiriusXM · artist portrait




SiriusXM · artist portrait




STAX theater marquee announcing SNOOKNUK's Do Re Mi with Stax Music Academy Choir, Kwamé and Pierce Freelon




Stax Music Academy young musicians gathered outside the theater



Kenya · SNOOKNUK on location



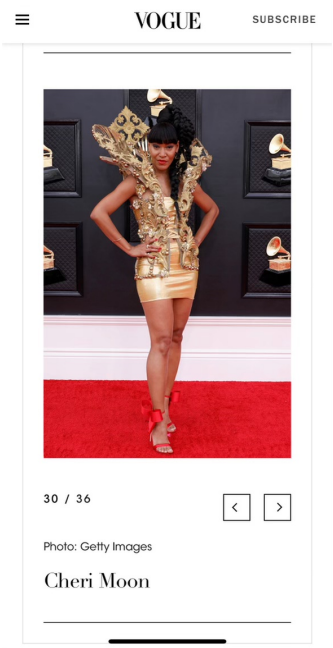
Limitless · behind the scenes with drummers



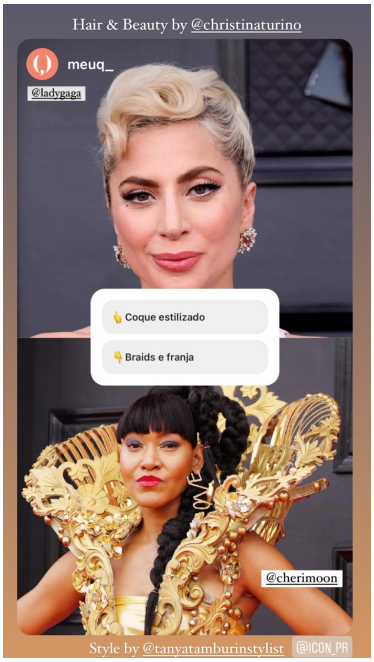
Limitless · SNOOKNUK with the drummers



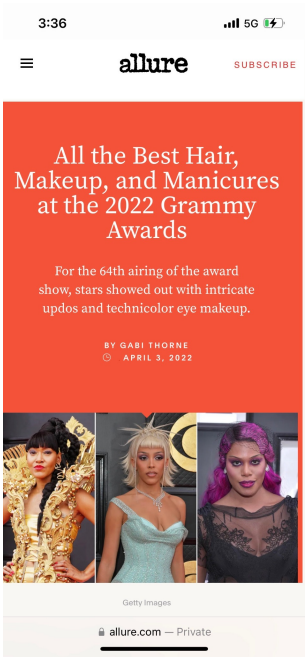
Kenya · community and GivePower team



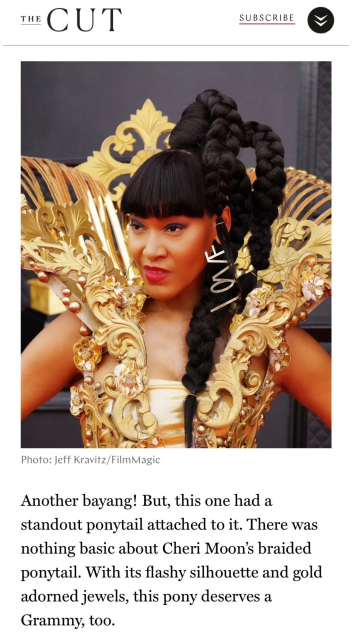

Vogue gallery screenshot identifying Cheri Moon in her gold ensemble at the 2022 GRAMMY Awards, photograph credited to Getty Images




Social-media screenshot comparing Lady Gaga and Cheri Moon red-carpet hairstyles




Allure 2022 GRAMMY beauty feature opening image showing Cheri Moon alongside Doja Cat and Laverne Cox

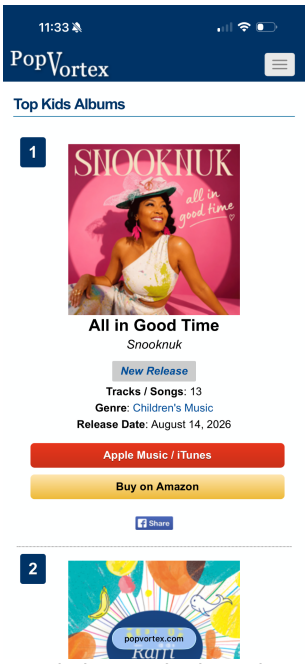



The Cut feature showing Cheri Moon's sculptural braided hairstyle, gold costume detailing and earrings

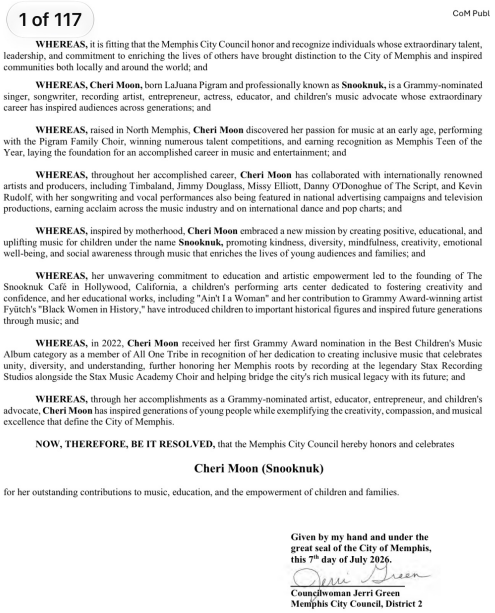
FEATURED PRESS STORY ANGLE

# Memphis, Laurel Canyon, and Back Again

Raised in North Memphis amid Gospel, Soul and Blues, SNOOKNUK moved to Laurel Canyon in Los Angeles in 2018. Many songs for *All In Good Time* were written there, in a neighborhood known for its legendary songwriting culture. Her journey then brought her back to Memphis to record with the Stax Music Academy Choir, connecting the musical roots of her childhood with a new generation of voices.




PopVortex screenshot showing SNOOKNUK All In Good Time ranked number one on the US iTunes Kids Albums chart


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CoM Publ

**WHEREAS,** it is fitting that the Memphis City Council honor and recognize individuals whose extraordinary talent, leadership, and commitment to enriching the lives of others have brought distinction to the City of Memphis and inspired communities both locally and around the world; and

**WHEREAS, Cheri Moon,** born LaJuana Pigram and professionally known as **Snooknuk,** is a Grammy-nominated singer, songwriter, recording artist, entrepreneur, actress, educator, and children's music advocate whose extraordinary career has inspired audiences across generations; and

**WHEREAS,** raised in North Memphis, **Cheri Moon** discovered her passion for music at an early age, performing with the Pigram Family Choir, winning numerous talent competitions, and earning recognition as Memphis Teen of the Year, laying the foundation for an accomplished career in music and entertainment; and

**WHEREAS,** throughout her accomplished career, **Cheri Moon** has collaborated with internationally renowned artists and producers, including Timbaland, Jimmy Douglass, Missy Elliott, Danny O'Donoghue of The Script, and Kevin Rudolf, with her songwriting and vocal performances also being featured in national advertising campaigns and television productions, earning acclaim across the music industry and on international dance and pop charts; and

**WHEREAS,** inspired by motherhood, **Cheri Moon** embraced a new mission by creating positive, educational, and uplifting music for children under the name **Snooknuk,** promoting kindness, diversity, mindfulness, creativity, emotional well-being, and social awareness through music that enriches the lives of young audiences and families; and

**WHEREAS,** her unwavering commitment to education and artistic empowerment led to the founding of The Snooknuk Café in Hollywood, California, a children's performing arts center dedicated to fostering creativity and confidence, and her educational works, including "Ain't I a Woman" and her contribution to Grammy Award-winning artist Fyütch's "Black Women in History," have introduced children to important historical figures and inspired future generations through music; and

**WHEREAS,** in 2022, **Cheri Moon** received her first Grammy Award nomination in the Best Children's Music Album category as a member of All One Tribe in recognition of her dedication to creating inclusive music that celebrates unity, diversity, and understanding, further honoring her Memphis roots by recording at the legendary Stax Recording Studios alongside the Stax Music Academy Choir and helping bridge the city's rich musical legacy with its future; and

**WHEREAS,** through her accomplishments as a Grammy-nominated artist, educator, entrepreneur, and children's advocate, **Cheri Moon** has inspired generations of young people while exemplifying the creativity, compassion, and musical excellence that define the City of Memphis.

**NOW, THEREFORE, BE IT RESOLVED,** that the Memphis City Council hereby honors and celebrates

**Cheri Moon (Snooknuk)**

for her outstanding contributions to music, education, and the empowerment of children and families.

**Given by my hand and under the great seal of the City of Memphis, this 7th day of July 2026.**

**Councilwoman Jerri Green**
**Memphis City Council, District 2**

Memphis City Council resolution honoring Cheri Moon, professionally known as Snooknuk, dated July 7, 2026

## Press Angles and Interview Ideas

• From North Memphis to Laurel Canyon and back to Stax: a full-circle songwriting journey.

• The 2026 Memphis City Council honor and SNOOKNUK’s early years with the Pigram Family Choir.

• How All In Good Time reached #1 on the US iTunes Kids Albums chart on release day.

• Kenya, GivePower, and the village that sang “Limitless.”

• The 2013 Kickstarter, SNOOKNUK Café and its creative community.

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• Fashion, identity and the GRAMMY red carpet.

## Press & Booking

SNOOKNUK / Cheri Moon

Official website and full online EPK

Official music and live videos

For current approved high-resolution photographs, interview requests, licensing and bookings, contact the SNOOKNUK team through the official website.