



FOR IMMEDIATE RELEASE

January 6, 2025

Contact: Bess McCoy

314-495-4891

MEDIA ADVISORY:

SNOW CANCELS 12TH NIGHT CELEBRATION, MARDI GRAS BOARD TO VOTE ON FATE OF SEASON

The Mardi Gras, Inc. Board meets virtually today to decide fate of the 46th season

SOULARD, Mo.— Not even a snowstorm can stop the Mardi Gras, Inc. Board from fulfilling their duties—while the 12th Night Celebration is canceled due to winter weather, the Board will meet virtually today to cast their crucial vote on whether to launch eight weeks of iconic events and exciting festivities that make up the 46th Soulard Mardi Gras season.

Winter Weather Adjustments:

- The 12th Night Celebration scheduled for tonight, which traditionally features community petitions, a board vote, and the coronation of the new Mardi Gras monarch, is canceled.
- The Mardi Gras, Inc. Board of Directors will meet virtually this afternoon to cast their pivotal vote on whether Soulard will host the 46th annual Mardi Gras season, with the decision to be announced later this afternoon. Spoiler alert: we're anticipating another landslide victory.
- The coronation of Rex XIII, Chef Mike Johnson, who will reign over this year's festivities with the Grand Parade theme, "Cooking Up a Celebration," will take place at a later date.

Soulard's signature events, twelve between 12th Night and Fat Tuesday, generate more than \$20 million annually for the St. Louis regional economy and make St. Louis one of the largest Mardi Gras outposts in the world. More information and tickets are available at stmardigras.org.

New in 2025:

- **New Mayor's Mardi Gras Ball Venue:** This iconic event is coming home to Soulard, transforming the historic Anheuser-Busch Brewery and Biergarten into a stunning new Mayor's Ball experience. Guests can expect an immersive atmosphere that showcases the unique character of the brewery, with added experiences that only Anheuser-Busch can provide such as Day Fresh Budweiser Stations, exclusive access to the brewery campus, and photo opportunities with a world-famous Clydesdale. Proceeds continue to fund the



SOULARD MARDI GRAS

Mardi Gras Foundation's Community Improvement Grants, which have raised over \$600,000 for Soulard and Downtown.

- **New VIP Group Experiences:** Celebrate in style with exclusive VIP group packages at the Sunset Hills Subaru Blues Alumni Experience and the Bud Light Party Tent on Grand Parade Day. These packages include premium amenities and an exclusive Mardi Gras atmosphere perfect for friends, family, or corporate gatherings.
- **Carnival Tent Joins the Official Roster:** New for 2025, Carnival STL is now an official Soulard Mardi Gras event, headlined by DJ FISHER.
- **Introducing the Golden Ticket:** Starting at \$185, this ultimate Mardi Gras pass grants access to two premier venues—the Carnival Tent, headlined by DJ FISHER, and the Bud Light Party Tent, headlined by Mitchell Tenpenny.

2025 Mardi Gras Calendar

January 6	Twelfth Night
January 18	Family Winter Carnival
February 8	Scavenger Hunt
February 15	Cajun Cook-Off
February 22	5K Run for your Beads
February 22-23	Taste of Soulard
February 23	Purina Pet Parade and Tito's Vodka Wiener Dog Derby
February 28	Mayor's Mardi Gras Ball
March 1	Bud Light Grand Parade

Contacts

Bess McCoy
Mardi Gras Foundation
314.495.4891
BessMcCoy@gmail.com

Mack A. Bradley
President, Mardi Gras Foundation
314.324.8567
Mack@standpointpa.com