



FOR IMMEDIATE RELEASE

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## **MEDIA ADVISORY:**

# **12TH NIGHT TO KICK OFF MARDI GRAS SEASON**

*Strong Support Predicted for Continuing Soulard's Mardi Gras Tradition into 47th Season*

**SOULARD, Mo.**— Let the good times roll! The 47th Mardi Gras season in Soulard officially kicks off tomorrow with the annual 12th Night celebration. Soulard's signature events generate more than \$20 million annually for the St. Louis regional economy and make the city home to one of the largest Mardi Gras outposts in the world. This year's theme, "Peace, Love, and Mardi Gras," celebrates the spirit of community and connection during a six-week season that features 12 signature events, culminating on Saturday, February 14 – Valentine's Day – with the Bud Light Grand Parade.

**WHAT:** 12th Night Celebration, starting the 47th Mardi Gras season in Historic Soulard

**WHEN:** Tuesday, January 6, 2026

- 5:15 p.m. Doors open at the South Broadway Athletic Club, 2301 S 7<sup>th</sup> St.
- 5:30 p.m. Welcome from Hon. Cara Spencer, Mayor of St. Louis
- 5:35 p.m. Alderperson Jami Cox Antwi presents petition from Board of Aldermen
- 5:40 p.m. Board receives petitions from krewes
- 6:45 p.m. Board proclaims decision on 2026 Mardi Gras Season
- 6:50 p.m. Coronation of new monarch, Rex XIV, Bill Siedhoff
- 7:00 p.m. Grand Procession through Soulard, starting at South Broadway Athletic Club
- 9:00 p.m. Raising of Soulard Mardi Gras flag, 7<sup>th</sup> and Soulard streets (flagpole, east side of 7<sup>th</sup>)

**WHERE:** South Broadway Athletic Club, 2301 S 7<sup>th</sup> St.

**VISUALS:** The evening includes community petitions in the form of creative performances, grand procession, the coronation of the Mardi Gras Monarch, and the iconic raising of the Soulard Mardi Gras flag. Expect vibrant Mardi Gras attire and a festive atmosphere.



**INTERVIEW OPPORTUNITIES:**

- **Mayor Cara Spencer**
- **Bess McCoy**, Soulard Mardi Gras Organizer
- **Bill Siedhoff**, newly crowned Rex XIV
- Members of the Mardi Gras, Inc. Board of Directors

**ABOUT:** The 12th Night celebration, presented by Horseshoe Casino, is the traditional start to the Soulard Mardi Gras season. At this event, the Mardi Gras, Inc. Board of Directors votes on producing the grand Soulard Mardi Gras and crowns the Mardi Gras Monarch. The evening culminates with a grand procession and the raising of the Soulard Mardi Gras flag, signifying the start of a season filled with 12 events leading up to Fat Tuesday on February 17.

A full release will follow tomorrow.

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