



FOR IMMEDIATE RELEASE

Feb. 25, 2025

Contact: Bess McCoy

314-495-4891

MEDIA ADVISORY:

23RD MAYOR'S BALL, 46TH GRAND PARADE HEADLINE SOULARD MARDI GRAS APEX WEEKEND

2025 media logistics, press conference, media availability, and know before you go

SOULARD, Mo.— The 23rd annual Mayor's Ball on Friday night and Saturday's 46th annual Bud Light Grand Parade mark the apex of Soulard Mardi Gras in St. Louis. Grand Parade weekend typically brings thousands of people to the City of St. Louis, fills hotel rooms, and supports restaurants and other establishments throughout the region.

Nearly 25% of Grand Parade Day visitors come from outside the St. Louis region, making a significant contribution to the \$20 million that Soulard Mardi Gras generates each year for the regional economy. The many not-for-profit organizations that benefit from Grand Parade Day and the Community Improvement Grants funded by Mayor's Ball proceeds in 2024 will add to the more than \$1.3 million in charitable contributions made by Soulard Mardi Gras in the past 20 years.

More information is available at stmardigras.org and on Facebook, Twitter, TikTok, and Instagram @STLMardiGras.

PRESS CONFERENCE – Thursday, February 27

Soulard Mardi Gras, the Office of the Mayor of St. Louis, the St. Louis Metropolitan Police Department, the St. Louis Fire Department, and the Missouri Department of Transportation will hold a press conference on Thursday, Feb. 27.

WHO: Bess McCoy, Mardi Gras Foundation Board
Mack Bradley, President, Mardi Gras Foundation
Angela Pearson, Office of the Mayor of St. Louis
Chief Robert Tracy, St. Louis Metropolitan Police Department
Chief Chris Thompson, Chief Paramedic, St. Louis Fire Department
Jen Wade, Missouri Department of Transportation

WHEN: Thursday, Feb. 27, at 10:30 a.m.

WHERE: Anheuser-Busch Brewery Visitor Center, 1200 Lynch St.

TOPICS Details on remaining events, featured celebrities, public safety, pro

INCLUDE: tips, parking, and transportation logistics.

MAYORS BALL AND GRAND PARADE MEDIA AVAILABILITY – Friday, February 28

Mayor's Ball and Grand Parade organizers will have media availability on Friday, February 28.

WHO: Bess McCoy, Mardi Gras Foundation Board
Mack Bradley, President, Mardi Gras Foundation
Reed Low, St. Louis Blues Alumnus
Bonita Lieber, Grand Parade Chair

WHEN: Friday, Feb. 28, from 5 to 9 a.m.

WHERE: Anheuser-Busch Brewery Visitor Center, 1200 Lynch St.

TOPICS & VISUALS: Behind the scenes look at the NEW Mayor's Ball location; Bud Light Grand Parade Day floats, logistics, and what to expect with parade organizers; Blues Alumni Experience details; and public safety information.

SATURDAY, MARCH 1, 2025, BUD LIGHT GRAND PARADE DAY—KNOW BEFORE YOU GO

1. **NEW FOR 2025: Four pedestrian entrances into Soulard Festival Zone.** Entry into Soulard is now limited to four pedestrian entrances due to more extensive perimeter barriers around the festival zone:
 - 13th St. and Russell Blvd. (near Conoco Gas Station)
 - Lafayette Ave. and Menard St. (west of Session Taco)
 - Ann Ave. and 9th St. (by Pontiac Square Park)
 - Ann Ave and 12th St. (south of McGurk's)
2. **NEW FOR 2025: Five official rideshare pickup locations.** These will be the closest rideshare locations to the festival zone:
 - 2100 S. 13th St.: John D. McGurk's
 - 1730 S. 11th St.: Way of Life Church
 - 2301 S. 7th St.: South Broadway Athletic Club
 - 1822 S. Broadway: Edele & Mertz (Carnival Tent)
 - 1631 S. Broadway: Kind Goods
3. **NEW FOR 2025: Gravois Blvd. closure at 2 p.m.** Starting this year, Gravois Blvd. will close between Lafayette Ave. and Mississippi Ave. at 2 p.m. on Grand Parade Day, Saturday, March 1. Plan alternate routes in advance!
4. **Don't drive.** There is no non-resident parking in the Soulard neighborhood on Grand Parade Day, and parking in nearby neighborhoods is very scarce. Take a shuttle, a taxi, a

ride-share service, and, if you must drive, plan ahead by reviewing the closure map, have a designated driver, and expect a long walk.

5. **No scooters or golf carts.** Personal golf carts and scooters are not permitted in the neighborhood. E-scooter sharing programs will be remotely disabled in the festival zone. Plan accordingly and do not rely on e-scooters for transportation to the event.
6. **No cans, no coolers, no bottles, no backpacks. No exceptions.** For public safety, these items are not allowed in the Soulard festival zone. If you do somehow manage to have these items in the festival zone, you will be asked to dispose of them immediately.
7. **Dress for the weather.** St. Louis weather is notoriously fickle, so plan appropriately. The Grand Parade rolls rain or shine, and you'll be on your feet a lot, so wear comfortable shoes.
8. **Use the port-a-potties.** There are thousands of portable restrooms located throughout the festival zone. The police will ticket you for, let's say, using alternate outdoor methods. If you can't find one, you're not really looking.
9. **Respect our neighborhood.** As one of the oldest residential and entertainment districts west of the Mississippi, Soulard is recognized as a national historic jewel. Be respectful of the neighborhood and its residents—treat our neighborhood as if it is yours.
10. **Arrive early.** You may even want to book a nearby hotel room for Friday and Saturday to eliminate parking hassles and ensure you have plenty of time. Several hotels offer shuttles to and from or provide access to plenty of cabs.
11. **Outdoor sales in Soulard end early at 6 p.m.** Soulard's bars and restaurants also close early on the inside, at 11:30 p.m.

APEX WEEKEND EVENT DETAILS

Friday, FEB. 28 / MAYOR'S MARDI GRAS BALL

The Mayor's Ball is coming home to Soulard, and you're invited! For the first time in its storied history, the Mayor's Ball will take place at the iconic Anheuser-Busch Biergarten.

Dubbed by ALIVE Magazine as "one of the best parties in St. Louis," the Mayor's Ball is an evening of glamour, entertainment, and community spirit. Open to all revelers, it's your chance to dress to the nines, enjoy premium open bars, feast on a cabaret-style dinner, and dance the night away amidst aerialists, stilt walkers, and live music. This year's entertainment lineup features the Red & Black Brass Band, Dirty Muggs, DJ Mahf, and special guest Murphy Lee. Your ticket includes exclusive brewery experiences like Day Fresh Budweiser stations, photos with a World-Famous Clydesdale, and limited access to the brewery campus.

This charitable event is hosted by the Mardi Gras Foundation, and proceeds benefit Community Improvement Grants. The Ball has enabled \$600,000 in grants to Soulard and Downtown. Tickets are available at stlmardigras.org.

Time: 7 p.m. to midnight

Anheuser-Busch Biergarten

Admission: \$200

Saturday, MARCH 1 / BUD LIGHT GRAND PARADE *"Cooking up a Celebration"*

What started as a two-block march up Russell Blvd. in 1980 is now the event of the season, and one of the biggest Mardi Gras parades in the nation. The Bud Light Grand Parade is a dazzling show with more than 80 entries in 2025, including scores of floats, marching and riding Krewes, throwing more than 15 million beads along a route from Busch Stadium to the Anheuser-Busch brewery.

Parade Starts: 11 a.m.

Soulard Neighborhood

Theme: *Cooking up a Celebration*

Free Event

MEDIA LOGISTICS

Grand Parade Staging, Media Parking, Credentials, Interviews, and Press Briefing

Parade entries will stage on S. Broadway from Walnut St. to Chouteau Ave, beginning at 8 a.m., Saturday, March 1, as shown on the attached Grand Parade Day map. Full parade lineup will be in place by 10 a.m.

Media parking is available near the parade staging area— S. 4th St. between Chouteau Ave. and Lombard St. —from 7 a.m. to parade time, 11 a.m., Saturday, March 1. Enter onto S. 4th St. from Chouteau Avenue. Show either outlet media credentials or Mardi Gras media credentials for entry.

All-access media credentials are available at the Mardi Gras office, 2200 Dolman St. in Soulard from Monday, Feb. 17 to Thursday, Feb. 27, from 9 a.m. to 4 p.m. or at the Grand Parade staging area on Saturday, March 1 from 8 a.m. to 10:30 a.m.

Interviews with Mardi Gras organizers and parade krewes will be available from 8-11 a.m. at parade staging Saturday, March 1.

A joint press briefing with Mardi Gras and the St. Louis Metropolitan Police will take place at 3:30 p.m. on Grand Parade Day, Saturday, March 1, at the SLMPD Command Post, Sprinkler Fitters Union Hall, 1544 S. 3rd St., 63104.

Grand Parade Route and Parade Winner Announcement

Parade steps off at 11 a.m. from S. Broadway and Chouteau Ave. and proceeds south on Broadway to Park Ave, where the street continues south as S. 7th St. through Soulard. The

parade ends at S. 7th St. and Sidney St. The route is indicated on the attached Grand Parade Day map.

Grand Parade winners will be announced shortly after the parade conclusion via all social media channels---Facebook, Twitter, TikTok, and Instagram--@STLMardiGras and on the web at stlmardigras.org.

NEIGHBORHOOD LOGISTICS

Access and Parking in Soulard

Vehicular access to Soulard on Grand Parade Day is unavailable in the Red Zone and restricted in the Yellow Zone. These zones are shown on the Grand Parade Day map. There is no non-resident parking in the Soulard neighborhood on Grand Parade Day, and parking in nearby neighborhoods is very scarce.

Soulard Red Zone (no driving, no parking)

All streets in the Red Zone will be closed to vehicular traffic and parking from 3 a.m. Saturday, March 1, to 2 a.m. Sunday, March 2. No unauthorized vehicles (including cars, golf carts, and scooters) are allowed in or out of this zone during this time. Any unauthorized vehicle parked on the street in the Red Zone during this time will be ticketed and towed.

Soulard/LaSalle Park Yellow Zones (restricted access)

The Yellow Zones are for resident access and parking only from 3 a.m. Saturday, March 1, to 2 a.m. Sunday, March 2. All Soulard residences have received official Mardi Gras parking/access tags. In order to preserve this area for the use of neighborhood residents on Grand Parade Day, any vehicles parked on the street in the Yellow Zone without an official Mardi Gras access/parking pass will be ticketed and towed.

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About Soulard Mardi Gras

The Soulard Mardi Gras season will light up St. Louis with a full and varied calendar of celebrations until Fat Tuesday, March 4. This year, Grand Parade Day is Saturday, March 1. Details on all Soulard Mardi Gras events can be found at **STLMardiGras.org**.

Mardi Gras, Inc., a 501(c)(4) not-for-profit organization, is responsible for producing the Mardi Gras celebration in St. Louis, which celebrates its 46th year in 2025. Soulard's celebration, which began with a house party among five friends in search of a theme, is now recognized as one of the largest Mardi Gras celebrations in the world. The dozen events of the entire Soulard Mardi Gras season regularly draw thousands of annual visitors to the Gateway City and generate more than \$20 million in economic activity for the region.

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

Soulard Mardi Gras by the Numbers

Number of years we've been at this:	46
Annual regional economic activity generated by Soulard Mardi Gras:	\$20m
Soulard Mardi Gras donations to STL charities/not-for-profits, 2002-2022:	\$1.3m
Number of dollars it cost to produce Soulard Mardi Gras in 1980:	\$1.2k
Number of dollars it costs to produce Soulard Mardi Gras in 2023:	\$1.3m
Number of days between Fat Tuesday and Easter:	47
Number of Mardi Gras colors:	3
Number of times STL weather has truly gotten in the way:	5
Average number of Krewes in the Grand Parade:	75
Average Grand Parade run time in hours:	2
Number of traffic cones used to stage the Grand Parade:	125
Number of bike racks used on Grand Parade Day:	3k
Number of miles in the Grand Parade Route:	1.6
Average number of people riding in the Grand Parade:	2k
Average number of people walking in the Grand Parade:	1k
Average number of beads thrown from Grand Parade route:	17m
Average number of paws at the Purina Pet Parade:	7.5k
Number of volunteer hours needed to make it all happen:	5k
Number of pandemics:	1
Number of "Soulard Mardi Gras, By the Numbers" Facts:	20