



FOR IMMEDIATE RELEASE

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February 18, 2025

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SOULARD MARDI GRAS UNLEASHES FUN FOR ALL WITH COMMUNITY WEEKEND

The Soulard Mardi Gras season culminates with six events over the next two weekends

SOULARD, Mo.— The 2025 Soulard Mardi Gras season is in full swing, and this weekend's Community Weekend promises excitement for all ages with a mix of fitness, food, and furry fun. Whether you're lacing up your running shoes, indulging in delicious Cajun cuisine, or dressing up your pet in festive fashion, this weekend has something for everyone.

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 celebrations in the world. More information and tickets are available at stmardigras.org.

COMMUNITY WEEKEND EVENTS

Saturday, FEB. 22 / SUPPLEMENT SUPERSTORES 5K RUN FOR YOUR BEADS

There is only one race that is as fun-filled, colorful and delightfully wacky as Mardi Gras itself: The Supplement Superstores 5K Run for Your Beads. This moving Mardi Gras celebration takes runners through the streets of historic Soulard, complete with mid-race pitstops featuring beer and hurricanes for runners of legal age. Come dressed in your Mardi Gras best – costumes are half the fun!

After the race, refuel and keep the party going with the Verizon Taste of Soulard. Sign up now at stmardigras.org or register at the Bud Light Party Centre (at 8th St. and Lafayette Ave.) at 7:30 a.m. on the day of the event.

Starting Time: 9:00 a.m.

Soulard – Starts at 8th St. and Lafayette Ave.

Registration fee: \$45

Saturday FEB. 22 and Sunday, FEB. 23 / VERIZON TASTE OF SOULARD

Discover the flavors that make Soulard famous with the Verizon Taste of Soulard! This self-guided pub crawl invites you to explore the neighborhood's renowned bars and restaurants while savoring Cajun-inspired dishes and drinks. Each purchase includes one drink voucher and six food vouchers that can be redeemed at any participating establishment. On Saturday, the world-famous Horseshoe Casino Trolley Tramps will be shuttling hungry merrymakers to restaurants throughout the neighborhood.

Taste booklets are available at stmardigras.org and available at any participating Verizon Taste of Soulard establishment on Feb. 22 and 23.

Time: 11:00 a.m. – 5:00 p.m. each day

Soulard Neighborhood

Booklets: \$35

Sunday, FEB. 23 / PURINA PET PARADE

The Purina Pet Parade is a Guinness Book of World Records holder, the largest collection of costumed dogs in the world. Some 1,500 pets—that's 6,000 paws!

Register your furry friend online or on the day of the event at 12th and Allen so you both can strut your stuff in style. The best-dressed pets will be selected as members of the Court of the Mystical Krewe of Barkus and will be invited to the Coronation Pageant at Soulard Market Park where the King and Queen of Barkus will be crowned.

All proceeds from the Purina Pet Parade benefit Open Door Animal Sanctuary, a no-kill shelter.

Registration: 10:00 a.m., Parade: 1:00 p.m.

Begins at 12th St. and Allen Ave.

Registration Fee: \$10 donation

Free for spectators to watch the parade

Sunday, FEB. 23 / TITO'S VODKA WIENER DOG DERBY

After the parade, head to the Horseshoe Casino Stadium at Soulard Market Plaza for the nation's longest-running wiener dog derby. Known as "*the slowest two minutes in sports racing*," the six-dog elimination heats racing down a 30-foot track will each crown a winning wiener, who trots on to the next round until a champion is crowned.

Register online at stmardigras.org or register at the event. All proceeds from the Tito's Wiener Dog Derby benefit Open Door Animal Sanctuary, a no-kill shelter.

Registration: Opens at 10:00 a.m.

Opening Ceremonies: 1:45 pm or shortly after the Purina Pet Parade end

First Heat: 2:00 p.m.

Horseshoe Casino Stadium in Soulard Market Park

Entry Fee: \$10 donation

Free for spectators

Sunday, FEB. 23 / FREE GREYLAN JAMES PERFORMANCE

After the parade, stick around for a FREE PERFORMANCE by Greylan James, one of Nashville's most exciting young breakout country stars, at 3:30 p.m. on the Bud Light Concert Stage at Lafayette and 8th St.

Starts at 3:30 p.m.

8th St. and Lafayette Ave.

FREE!

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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.

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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