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MARDI GRAS FOUNDATION BRINGS MAYOR'S BALL HOME TO SOULARD FOR 2025

New location at the iconic Anheuser-Busch Biergarten is one of many changes for the upcoming Soulard Mardi Gras season

ST. LOUIS, MO— Less than 50 days remain until Soulard Mardi Gras lights up St. Louis, bringing with it a fresh lineup of events and experiences that promise to dazzle revelers of all ages. Leading the way is the announcement of a historic change to one of the season's most iconic events—the Mayor's Ball.

The Mardi Gras Foundation today announced an exciting new location for the Mayor's Ball on February 28, 2025: the Anheuser-Busch Biergarten at the company's historic brewery in Soulard. For more than twenty years, the Mayor's Ball has been a signature event of Soulard Mardi Gras, combining the see-and-be-seen gala of the season with a community-based charitable purpose. Proceeds from the Mayor's Ball have funded more than \$600,000 in Mardi Gras Foundation Community Improvement Grants in Soulard and Downtown.

Since 1980, Soulard Mardi Gras has produced nearly 500 Mardi Gras events in the Soulard neighborhood, but 2025 marks the first time Soulard will host the Mayor's Ball.

"We are excited to bring the Ball to the Biergarten next year," Mack Bradley, President of the Mardi Gras Foundation, said. "Anheuser-Busch is the founding sponsor of the Mayor's Ball and a vital part of the Soulard neighborhood. On February 28, the Biergarten will allow us to blend the Mardi Gras gala atmosphere people have come to expect from the Ball with a host of unique experiences that only the historic St. Louis Brewery can deliver."

A Stunning New Mayor's Ball Experience

In 2025, the Anheuser-Busch Biergarten will be transformed 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. The Biergarten will offer a distinctive setting that elevates the Ball's celebration and energy.

Highlights of the 2025 Mayor's Ball:

- Day Fresh Budweiser Stations
- Limited access to the brewery campus
- Pictures with a World-Famous Clydesdale
- Commemorative brewery/Mayor's Ball Gift



- Commemorative 2025 Mayor's Ball Bead
- Cabaret style dinner (7:30 p.m. -9:30 p.m.)
- Premium open bars featuring Anheuser-Busch products (including selections from the Anheuser-Busch Pilot Brewery not available anywhere else) and premium spirits + wine
- Live entertainment from renowned talent and dancing
- Myriad performers and artists, including aerialists, stilt walkers, face painters, henna tattoo artists, and more

"Great cities have great parties," St. Louis Mayor Tishaura O. Jones said. "St. Louis is no different, every year I look forward to the Mardi Gras season in Soulard. I couldn't be more excited to host the 2025 Mayor's Ball here in Soulard at this historic brewery. So, get out your purple, green, and gold, St. Louis and join me for the Mayor's Ball at the Anheuser-Busch Biergarten."

Cesar Vargas, Chief External Affairs Officer at Anheuser-Busch, added, "St. Louis has been Anheuser-Busch's home for over 165 years. We are honored to host the Mayor's Ball here at the Biergarten and thrilled to contribute to the energy and excitement of Mardi Gras 2025. Our long-standing partnership with the Mardi Gras Foundation has made a real difference in the Soulard community and we're proud to continue that this year, hosting one of the most anticipated events of the season.

"We love opening our home to visitors, and there's no better place to celebrate Soulard Mardi Gras than with friends and neighbors. The Biergarten will be an extraordinary venue for the Ball, blending Soulard's vibrant Mardi Gras tradition with the rich history of our historic brewery," Vargas said.

Exciting changes for the 2025 Soulard Mardi Gras season

In addition to the new venue for the Mayor's Ball, Mardi Gras 2025 will feature even more exciting transformations.

- **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.
- **Introducing the Golden Ticket:** Starting at \$185, the Golden Ticket is the ultimate Mardi Gras pass, offering access to both the Carnival Tent, headlined by world-famous DJ FISHER, and the Bud Light Party Tent, headlined by country music star Mitchell Tenpenny. Both venues feature live entertainment, premium open bars, and an exclusive Mardi Gras experience to keep the celebration going all day long.



With 12 events spread over eight weeks, Soulard Mardi Gras 2025 promises something for everyone. Tickets for all events are on sale now at STLMardiGras.org, with early-bird pricing available for a limited time.

About the Mardi Gras Foundation

The Mardi Gras Foundation, a 501©3 not-for-profit, supports the mission of Mardi Gras, Inc., a 501©4, to produce a safe and successful Soulard Mardi Gras season. The Foundation also provides Community Improvement Grants to Soulard-based not-for-profit organizations funded by proceeds from the annual Mayor’s Ball. To date, the Ball has enabled more than \$600,000 in grants.

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