



French Quarter Festivals, Inc.
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FOR IMMEDIATE RELEASE

French Quarter Festival Announces New 2020 Date ***Event will take place April 16-19, 2020***

NEW ORLEANS, LA (July 25, 2019) – French Quarter Festivals, Inc. (FQFI), the non-profit organization that produces French Quarter Festival presented by Chevron, announces new dates for the 2020 festival. Originally scheduled for April 2–5, 2020, the event will now take place April 16–19.

“Although French Quarter Fest typically takes place the second weekend of April, we’ve had to change that date multiple times in the festival’s history due to Easter and other events,” said Emily Madero, CEO of FQFI. “As one of the largest free music and food festivals in the United States, we always want to ensure our impact and footprint is in the best interest of the City and our French Quarter neighbors and businesses.”

The festival was originally scheduled for April 2–5, 2020, which is also the NCAA Women’s Final Four in New Orleans.

The annual festival celebrating Louisiana music, food and culture hires over 1,500 Louisiana musicians and attracts hundreds of thousands of fans. In 2019, the attendance was an estimated 825,000 with an economic impact of nearly \$200M. “Since 1984, the French Quarter Festival has been a vital part of the city’s cultural economy and a world-class live event that both our residents and visitors look forward to every year,” said New Orleans Mayor LaToya Cantrell. “Not only does the festival provide entertainment for all, it generates a positive economic impact for the city and shines a light on our local musicians, artists and culture bearers. The later dates for French Quarter Fest will ensure that April will be a great and thriving month for our city and the cultural economy.”

District C Councilmember Kristin Gisleson Palmer, who represents the French Quarter, agrees that the event is vital to the City. “French Quarter Festival is an icon in the heart of the Vieux Carre and has established itself as the largest free music festival in New Orleans. As a major contributor to our city’s cultural and tourism economy, the four day festival creates hundreds of jobs for local artists, musicians and vendors. We look forward to another fantastic year of French Quarter Festival’s continued success.” she said.

Stephen Perry, President and CEO of New Orleans & Company, also recognizes the significance of the event and importance of moving the dates. “French Quarter Fest is beloved by residents and visitors from around the world. It has become a much-anticipated, annual kick-off of our busy spring festival season. Its continued growth and success are critical to our city’s economy and to all the vendors and culture bearers that it employs each year. We applaud the festival organizers’ spirit of cooperation. Moving the dates in 2020 will ensure another stellar festival and help generate the maximum economic impact for our community.”

Jay Cicero, Greater New Orleans Sports Foundation President and CEO, added on behalf of the Greater New Orleans Sports Foundation and Local Organizing Committee for the 2020 NCAA Women’s Final Four, “It takes incredible coordination between the entire New Orleans hospitality community, New Orleans & Company, the City, NOPD, and our local and national event owners to schedule and successfully operate a series of major events like we have next spring. The

French Quarter Festival has grown into another iconic New Orleans event, and we appreciate their partnership to help New Orleans continue to host the NCAA's marquee championship events."

FQFI serves a dual mission to showcase New Orleans' culture and heritage and contribute to the economic well-being of the community. FQFI also produces Satchmo SummerFest, happening August 2-4 at the New Orleans Jazz Museum at the Mint.

"We're excited to continue our nearly 40-year partnership with Louisiana musical artists, chefs, businesses and volunteers for our 2020 season," Madero said. "We appreciate our partners and fans for understanding this change, and we look forward to offering the best lineup yet to showcase Louisiana's incredible culture."

Learn more at www.fqfi.org.

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French Quarter Festival presented by Chevron is produced by French Quarter Festivals, Inc., (FQFI) the 501(c)3 nonprofit organization, which also produces **Satchmo SummerFest presented by Chevron** in August and **Holiday New Orleans Style** in December. FQFI's mission is to promote the Vieux Carré and the City of New Orleans through high quality special events and activities that showcase the culture and heritage of this unique city, contribute to the economic well-being of the community, and instill increased pride in the people of New Orleans. For more information about French Quarter Festivals, Inc. or any of these events, call (504) 522-5730 or visit <http://www.fqfi.org>.