



PRESENTED BY



French Quarter Festivals, Inc.
400 North Peters, Suite 205
New Orleans, LA 70130

Contact: Morgan Valerie
phone: 504-522-5730
cell: 713-397-9030
email: morgan@fqfi.org

Geauxing Green for the 2022 French Quarter Festival

New Orleans Festival Organizers Lead the Way in Sustainable Festival Production in the South

NEW ORLEANS, LA (May 26, 2022) — French Quarter Festivals, Inc. (FQFI) is proud to announce preliminary outcomes of the *Geauxing Green* Initiative for the 2022 French Quarter Festival presented by Chevron. Thanks to the generous support and partnership of the [Barataria-Terrebonne National Estuary Program \(BTNEP\)](#), organizers were able to increase overall waste diversion by more than 25% in comparison to the 2019 Festival with the addition of composting, glass recycling, donations and upcycling. In 2022, recycling efforts amounted to 30,000 pounds of recycled waste, a 119% increase from 2019 with 13,500 pounds.

“Not only did we return this year with pre-pandemic audience numbers, more than 825,000 fans over four days, we also increased our diversion rate by 25% since 2019,” said **Andrew Woodruff, FQFI Director of Operations** who, in addition to nearly two decades in festival experience, has more than 10 years of experience in agriculture and farming. “As a major outdoor event that is working to be a leader in sustainable festival production in the South, we are incredibly proud of our efforts. We hope that our program can be seen as a tool for education around the importance of marine debris prevention and make greater impacts on our local community and the Gulf South region. The information learned and used at our festival can be applied throughout the year, whether out enjoying an event or at home.”

The growing impacts of waste at outdoor music festivals has caught the attention of environmentalists and government agencies around the world. According to a [2019 BBC article](#), Major U.S. festivals generate 100 tons of waste per day, and in the UK 23,500 tons. While the U.S. struggles to reduce their waste in comparison to European countries, Southern U.S. states find themselves even further behind. In the Gulf South, estuaries, rivers, marshes and bayous

that cover hundreds of acres of land have been drastically affected by human activity, including the improper disposal of waste. More specifically, in Louisiana an acre of coastal wetlands, equivalent to the size of one football field, is lost every 100 minutes. As festival organizers who are based in the French Quarter and sit along the banks of the Mighty Mississippi River that feeds into the Gulf of Mexico, FQFI works to find a balance in positively supporting their vibrant community, bolstering the local economy and mitigating the increasing amount of waste as French Quarter Festival attracts more visitors annually.

“We know that our footprint over four days has a lasting impact on our environment and we are grateful to all of our partners, especially our 55 food vendors that graciously adapted to our changes this year, in light of so many other obstacles ahead of them,” said **Kenneth Spears, FQFI Director of Food & Beverage**. “During the festival, we provided our FQFI beverage locations with easy access to glass recycling at all six food sites across the festival grounds. This allowed for 9,000 pounds, nearly 5 tons, of glass to be diverted to Glass Half Full in New Orleans East which will be used to make sandbags for coastal storm defense. This is just one great example of how we worked with our vendors to effect change.”

The *Geauxing Green* Initiative worked with 200 “Green Team” volunteers and crew, as well as several local companies to execute its mission. During the Fest, 130 reusable waste bins were placed throughout all four major festival sites. In addition to educating the general public on how to properly dispose of their waste, the event's 55 food vendors were required to utilize only compostable serving materials and no styrofoam was allowed on site. Organizers diverted thirty-six thousand pounds or 18 tons, which is approximately the weight of three adult elephants, to [The Composting Network](#) to make garden soil. Twenty-nine thousand and five-hundred pounds, or 15 tons which is equivalent to the weight of 3,000 gallons of paint, worth of plastic, aluminum, and paper were diverted from landfills and recycled with the help of [Waste Connections](#). Nine thousand pounds, nearly 5 tons, of glass was diverted to [Glass Half Full](#) for making sandbags for coastal storm defense. 1,000 pounds of French Quarter Festival signage will be repurposed for Mardi Gras floats, student projects and re-used for the 2023 festival April 13-16. FQFI looks forward to increasing diversion percentages for their 2022 and 2023 events.

BTNEP partnered with French Quarter Festivals, Inc. and the South Louisiana Wetlands Discovery Center in 2019 to host four *Geauxing Green* festivals in two years with the purpose of improving water quality through the reduction of waste by prevention and improving community resilience through education. Though the pandemic halted planning in 2020, organizers were able to put the grant toward their annual summer festival, Satchmo SummerFest in August of 2021. This laid the blueprint for the much larger Festival in the spring

of 2022. The discovery from the events will aid BTNEP in developing a “Sustainable Festival Planning Guide” for the Environmental Protection Agency’s Gulf of Mexico Division. The production of the guide will offer guidelines and instructions to other communities from pre-event actions to post-event actions.

Sponsors include: [Abita Brewing Company](#), [Acadian Ambulance Service, Inc.](#), [Aetna Better Health of Louisiana](#), [AOS Interior Environments](#), [Barataria-Terrebonne National Estuary Program](#), [Bayou Rum](#), [The Berger Company](#), [Blue Bikes](#), [Bond Moroch](#), [Broussard’s Restaurant & Courtyard](#), [Brown-Forman](#), [Café Beignet](#), [Clarion Herald](#), [Chevron](#), [Super Chevy Dealers](#), [Crescent Crown Distributing](#), [Crush](#), [Cumulus Media New Orleans](#), [The Derbes Foundation](#), [Dorignac’s Food Center](#), [Double Dealer](#), [Downbeat Magazine](#), [El Jimador Tequila](#), [Finance Authority Of New Orleans](#), [Finlandia](#), [French Market Cold Brew](#), [French Market Corporation](#), [Friend Of Fest](#), [GE](#), [Greater New Orleans, Inc.](#), [Hancock Whitney](#), [Harrah’s New Orleans](#), [Hotel Saint Vincent](#), [House Of Blues](#), [The Helis Foundation](#), [The Historic New Orleans Collection](#), [iHeart Radio](#), [I.T.S Fire Alarm Security](#), [Jack Daniel’s](#), [JAMNOLA](#), [JenCare Senior Medical Center](#), [Jones Walker](#), [Keesler Federal Credit Union](#), [Korbel](#), [Landry’s Seafood House](#), [LeafFilter](#), [Lieutenant Governor Billy Nungesser and the Louisiana State Office of Tourism](#), [Louisiana Cookin’](#), [Louisiana Division Of The Arts](#), [Louisiana Fish Fry](#), [Louisiana Lottery Corporation](#), [Louisiana Travel](#), [Luzianne Iced Tea](#), [McLoughlin Family Foundation](#), [Midnight Revival at the Frenchman Hotel](#), [Mignon Faget](#), [Morris Bart, LLC.](#), [Music Performance Trust Fund](#), [National Endowment For The Arts](#), [New Orleans Jazz Museum At The Old U.S. Mint](#), [New Orleans Jazz National Historical Park](#), [New Orleans Steamboat Company](#), [New Orleans Public Belt](#), [New Orleans Tourism And Culture Fund](#), [Offbeat Magazine](#), [Omni Royal Orleans](#), [Pan-American Life Insurance Group](#), [Park First](#), [Pepsi](#), [The Plant Gallery](#), [Port Of New Orleans](#), [Radio One of Texas](#), [Reily Foods](#), [Renaissance Publishing](#), [Republic National Distributing Company](#), [Royal Sonesta New Orleans](#), [Sal Borelli](#), [Sonoma-Cutrer](#), [Telemundo](#), [Theaudric’s Real Clever Cuisine](#), [Three Keys at ACE Hotel](#), [Times-Picayune-Nola.Com-Gambit](#), [Touro](#), [Tropical Isle](#), [US Army Recruiting Battalion-Baton Rouge](#), [Waste Connections, LLC](#), [The Westin New Orleans](#), [WGSO](#), [Where Traveler](#), [Where Y’at Magazine](#), [Windsor Court Hotel](#), [WWOZ](#), [WWL-TV](#), [Zapp’s Potato Chips](#)

[Click here to view festival event highlights.](#) French Quarter Festival 2023 will take place April 13-16, 2023.

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 Holidays 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 any of these events, call (504) 522-5730 or visit www.fqfi.org.

**Attendance numbers are calculated based on actual counts (that are adjusted down by percentage to account for repeat entrances and exits). F.E.S.S. Inc. counts at entry and exit points of major stages. This number does not include attendance at the festival's Royal St., Bourbon St., House of Blues, Pan-American Life Insurance Group, and French Market stages.*