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Rex, King of Carnival Issues Official 2018 Invitation to Mardi Gras in New Orleans

Rex, King of Carnival edict invites visitors to New Orleans

NEW ORLEANS (January 6, 2018) – New Orleans’ Carnival, also known as the ‘Mardi Gras season’ in New Orleans, begins each year on ‘Twelfth Night’ (January 6) and concludes on what is called Fat Tuesday, or Mardi Gras Day which falls on Tuesday, February 13. To help officially launch the season, Rex, King of Carnival issues an edict to the world through the communication channels of New Orleans tourism.

“The Rex organization has issued its edict for over 100 years in this unique and authentic place called New Orleans,” said Mark Romig, President and CEO of New Orleans Tourism Marketing Corporation, [NOTMC](http://NOTMC.com). “Carnival will be bigger than ever this year to help visitors and locals celebrate the city’s 300th anniversary.”

The [Rex Organization](http://RexOrganization.com), founded in 1872, began when a group of young New Orleans leaders created a daytime parade and issued a proclamation, inviting all to come to the ‘Crescent City’ to join in its unique Mardi Gras celebration. Today the proclamation is sent through New Orleans tourism’s official communication channels. In the days before mass media, broadcast, and tourism industries, the beautiful art posters and brochures were distributed in railroad stations, plastered on train cars, posted in centers of commerce, and placed in public buildings around the nation in major U.S. cities.

“As we enter the city’s Tricentennial year in 2018, we look forward to welcoming visitors and gathering with locals to take part in the Mardi Gras revelry, kicking off on Twelfth Night and continuing until Mardi Gras Day, Tuesday, February 13th this year,” said Stephen Perry, President and CEO of the New Orleans Convention and Visitors Bureau. “These carnival celebrations showcase the unique culture, history and ‘joie de vivre’ that can be found year-round in New Orleans.”

The [2018 Royal Edict](http://2018RoyalEdict.com) incorporates artwork from 1886, inviting visitors to “gather, from far and near, to join in the many celebrations and processions which will shortly unfold under the joyful Carnival banner.” More important, it signals the

city's annual signature family event that promises fun, merriment, and joy to those who pause for a day from the normalcies of life.

Each year, both the New Orleans Tourism Marketing Corporation (NOTMC) and the New Orleans Convention and Visitors Bureau (NOCVB) issue an electronic version of the Invitation to the nation and to international destinations, as well as over 60,000 travel trade professionals and tour operators. The Royal Proclamation will also be featured on the official tourism website, NOLA.com.

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About New Orleans Tourism Marketing Corporation (NOTMC)

NOTMC promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC's marketing campaigns include strategic digital and broadcast TV advertising, social media and public relations. Websites: neworleansonline.com; followyourNOLA.com; GoNOLA.com. Social Media: Facebook.com/NewOrleans; Twitter.com/visitneworleans; Instagram.com/visitneworleans; YouTube.com/gonolatv

The New Orleans Convention & Visitors Bureau (NOCVB) is a nationally accredited, 1,100-member destination marketing organization and the largest and most successful private economic development corporation in Louisiana. The CVB and its members influence thousands of decision-makers and millions of visitors to choose New Orleans through direct sales, marketing, public relations, branding and visitor services at our New Orleans headquarters and offices in Chicago, Columbia, SC, Washington, D.C., the United Kingdom, France, Germany, Canada, Brazil and China. Consistently recognized as one of the top five CVBs in the country, the New Orleans CVB celebrates its 58th anniversary in 2018. For more information, please visit www.neworleans.com; www.facebook.com/neworleans; www.twitter.com/VisitNewOrleans.

About the School of Design Since Rex first paraded in 1872, millions and millions of happy residents and visitors have enjoyed the pageantry of Carnival Day in New Orleans. The official name of the Rex Organization is the "School of Design," but it is generally referred to as Rex or the Rex Organization. "Pro Bono Publico," the Rex motto, means "for the public good" and appears on all official Rex documents. Rex places great emphasis on this motto and uses it as a basis for all of its policies, activities, and community initiatives, including the work of the Pro Bono Publico Foundation, formed in 2006. More information on the Rex Organization can be found at www.rexorganization.com; www.probonopublicofoundation.org.