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## **Rex, King of Carnival and the New Orleans Tourism Industry Issue Official Invitation to Mardi Gras**

**NEW ORLEANS** – January 6, 2020 –To alert the world that [Mardi Gras](#) and the carnival season are upon us, Rex, King of Carnival issues his proclamation via the New Orleans tourism industry to the world.

Carnival begins each year January 6, known as “Twelfth Night,” and lasts through Mardi Gras day, which falls on February 25, 2020. Thus, the city delivers the proclamation, created by the Rex organization’s School of Design, to citizens of the planet, beckoning them to attend the 2020 Mardi Gras in New Orleans.

“It is a great honor to announce the city’s most famous event with Rex, King of Carnival,” said Stephen Perry, president and CEO of New Orleans & Company. “The Rex 2020 Royal proclamation continues a carnival tradition more than a century old.”

The [Rex organization](#) began creating its Royal Invitation in 1872 when a group of young New Orleans leaders decided to issue invitations and a proclamation, inviting all to come to the Crescent City to join in its unique Mardi Gras celebration. 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.

The 2020 [Royal Invitation](#) 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.”

Each year, New Orleans & Company issues 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.

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### **About New Orleans & Company**

New Orleans & Company is a nationally accredited, 1,100-member destination marketing organization and the largest and most successful private economic development corporation in Louisiana. We help create \$9.5 billion in new capital each year- more than any other business sector- by attracting millions of visitors, special events and conventions. New Orleans & Company 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 Washington, D.C., New York, Chicago, and five countries. Consistently recognized as one of the top five destination marketing organizations in the country, New Orleans & Company celebrated its 60th anniversary in 2019. For more information, please visit <http://www.neworleans.com/>.

### **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](http://www.rexorganization.com); [www.probonopublicofoundation.org](http://www.probonopublicofoundation.org).







Rex first ruled over Mardi Gras in 1872, the imaginative creation of a group of young New Orleans leaders determined both to add luster to the Carnival festivities and to invite those from far away to come to the Crescent City and join in this unique celebration. They succeeded beyond all expectations, and visitors responding to Rex's edicts summoning his subjects to the "Grand Celebration" soon filled the city.

Rex's invitations and proclamations often took the form of posters and brochures distributed in railroad stations and centers of commerce in the major cities of the country. The 2020 Royal Invitation, true to that tradition, incorporates artwork from one such brochure published in 1886. Inside, the Illinois Central Railroad described departure times and promised its passengers low fares to New Orleans in response to "the commands of his Most Royal Majesty, the King of the Carnival."

New Orleans has welcomed millions of Mardi Gras visitors over the years since Rex issued his first commands. Rex's 2020 Royal Invitation renews a tradition more than a century old, inviting all to come to New Orleans and join in the many celebrations which will unfold beneath "the Joyful Carnival Banner."

[WWW.REXORGANIZATION.COM](http://WWW.REXORGANIZATION.COM)