



Press Release
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Ben Dupuy
(202) 253-2063
publicrelations@rexorganization.com

To Celebrate its Upcoming 150th Anniversary, the Rex Organization Unveils Special Seal

*The King of Carnival's 150th Anniversary
on Mardi Gras 2022 is 300 Days from Today*

(New Orleans, Louisiana) Today, which is 300 days from Mardi Gras 2022 (March 1, 2022), the Rex Organization unveiled a special seal celebrating its 150th anniversary year.



*The Rex Organization's 150th Anniversary Seal
(a high-resolution copy accompanies this press release)*

“Rex, The King of Carnival, is thrilled to celebrate its 150th anniversary on Mardi Gras 2022, which is 300 days from today,” said Rex Official James J. Reiss, III. Reiss continued, “This is a milestone event that we look forward to sharing with the city and everyone who loves visiting it. To help signify the importance of this celebration, we are pleased to present a special 150th anniversary seal. With hopes Mardi Gras 2022 marks New Orleans’ return to parading, the Rex Organization will be a leading part of the effort to encourage residents and visitors alike to enjoy our city’s world-renowned celebration.”

(continued)

Designed by Matthew Hales, the Rex Organization's Royal Lithographer, with assistance from Rex Historian and former Rex, Dr. Stephen Hales, the anniversary seal contains classic visual elements, such as the Rex ducal medal at the bottom of the seal, inspired by one worn by Lewis Salomon, the first King of Carnival.

By including "School of Design" and "Pro Bono Publico," the special seal honors two important ideals the Rex Organization has continuously worked to bring to life since its founding. The School of Design is the organization's incorporated name, which reflects its focus on both art and education, as exemplified in the annual parade's themes and floats recognized as rolling works of art. 150 years ago, the founders of the Rex Organization chose as its motto *Pro Bono Publico*, for the public good, which is exemplified by the Pro Bono Publico Foundation that in 2022 will announce it has reached the \$10 million mark in philanthropic support for New Orleans' public school students.

The Rex Organization was founded in the days leading up to Mardi Gras 1872. In that inaugural year, Rex gave New Orleans its first organized, daytime parade and a king to not only lead the procession but also to reign over the entire Carnival, establishing Rex as the King of Carnival, a tradition that has thrived for 150 years. Through its leadership efforts to promote New Orleans as a destination for visitors to enjoy Carnival, the Rex Organization became an early, de facto travel promotion agency of the city, an unofficial predecessor to the modern-day New Orleans & Company. As New Orleans looks forward with great anticipation to its upcoming Carnival season, which will hopefully bring hundreds of thousands of visitors back to our city's streets, the School of Design plans to continue its leadership effort to encourage tourism to Rex's Capital City, just as it has done since its earliest days.

About the Rex Organization: Since the founding of the Rex Organization nearly 150 years ago, its traditions have helped define Mardi Gras. Rex's proclamation invites his subjects to the grand celebration of Carnival. His royal colors of green, gold, and purple are to this day the colors of Mardi Gras, and the song played in the first Rex parade, "If Ever I Cease to Love," has become Carnival's anthem. Rex, the King of Carnival, and his consort, the Queen of Carnival, preside over the Rex Ball, Carnival's glittering conclusion. www.rexorganization.com

About the Pro Bono Publico Foundation: The Pro Bono Publico Foundation ("PBPF") is the Rex Organization's philanthropic effort to benefit public education in New Orleans. Since its founding in 2006, the PBPF has donated more than \$9.3 million, including more than \$1 million annually for the past six years, to support New Orleans public school education, primarily charter schools, charter management organizations, and school support entities such as New Schools for New Orleans and Teach for America. Most of the foundation's philanthropic funds are raised from annual donations from members of the Rex Organization. The PBPF anticipates breaking through the \$10 million mark during the Rex Organization's 150th anniversary in 2022. www.probonopublicofoundation.org