



Media Advisory  
December 3, 2021

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## **In Launching the Celebration of its 150th Anniversary, the Rex Organization Honors its Longstanding Relationship with St. Augustine High School and the Marching 100**

(New Orleans, Louisiana) On December 1, at a dinner in the French Quarter to celebrate its 150<sup>th</sup> anniversary, the Rex Organization honored its longstanding relationship with St. Augustine High School and the Marching 100. The relationship between the Rex Organization and St. Augustine High School stretches back over 50 years ago to when the Marching 100 first joined the Rex Parade in 1967.

The Marching 100 performed several of its high-energy songs on Royal Street, in front of Galerie de Galatoire, where the Rex anniversary dinner occurred. Following that special performance, on behalf of the Rex Organization, Rex Official James J. Reiss, III and Rex Member Dr. Kenneth St. Charles, the former President of St. Augustine High School and presently the Vice President for Philanthropy for the Greater New Orleans Foundation, presented the scroll to St. Augustine High School President Aulston Taylor.

The scroll and text from Rex to St. Augustine High School are on the following pages.

A 60-second clip of video may be viewed and downloaded at:

YouTube (with remarks): <https://youtu.be/kluscVEDDAs>

YouTube (without remarks): <https://youtu.be/Yq7kVKAzuto>

Dropbox:

[https://www.dropbox.com/s/ajwnzhxrlcjr6wh/REX-St.%20Aug%20Presentation 2.mp4?dl=0](https://www.dropbox.com/s/ajwnzhxrlcjr6wh/REX-St.%20Aug%20Presentation%202.mp4?dl=0)

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**About the Rex Organization:** Since the founding of the Rex Organization 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](http://www.rexorganization.com)



By the King of the Carnival

Rex, the King of Carnival, Sends Greetings to

*St. Augustine High School  
And its Marching 100 Band*

*We celebrate our shared commitment to Arts, Education, and Leadership and  
your steadfast work to promote Academic Excellence to assure that all of  
the citizens of our beloved Capital City of New Orleans enjoy a bright future.*

*We Remember with Pride the Mardi Gras Day More than a Half-Century Ago  
when your illustrious Marching 100 Band first joined  
our Grand Procession in Joyous Harmony*

*As We Approach the 150th Anniversary of Our Reign,  
We Celebrate Enduring Bonds of Friendship and  
Service and Anticipate with Joy a Bright Future  
of Continued Association.*

By My Own Hand,

*Rex*

His Imperial Majesty,  
King of the Carnival

Bathurst, Lord High Chamberlain





**Rex, the King of Carnival  
Sends greetings to St. Augustine High School  
And its Marching 100 Band**

We celebrate **Our Shared Commitment to Arts, Education, and Leadership** and Your **Steadfast Work** to Promote **Academic Excellence** to Assure that All of the Citizens of Our Beloved **Capital City of New Orleans** Enjoy a **Bright Future**.

We Remember with Pride the **Mardi Gras Day** More than a Half-Century Ago when your **Illustrious Marching 100 Band** First Joined **Our Grand Procession in Joyous Harmony**.

As We Approach **the 150<sup>th</sup> Anniversary of Our Reign**, We Celebrate **Enduring Bonds of Friendship and Service** and Anticipate with Joy a **Bright Future of Continued Association**.

**May You Never Cease to Love**

By My Own Hand,

Rex, His Imperial Majesty, King of the Carnival

Signed by Bathurst, Lord High Chamberlain