



Media Advisory
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Media Advisory Regarding The 2025 Rex Parade

The Rex Organization is already looking forward to Carnival 2025 and is working hard now to ensure it is safe and fun for everyone involved, including law enforcement and first responders, marching bands and walking krewes, equine units, attendees, riders, and the truck float parades that follow Rex.

To that end, the Rex Organization is announcing today it has made an important decision that, for the first time in many years, will result in the Rex Court being able to view the entire Rex Parade. The Rex Parade starts at 10:30 am, and the Rex Court needs to depart the Queen of Carnival's Reviewing Stands by 2:00 pm in order to stay on schedule for the remainder of the afternoon and evening. Regrettably, the Rex Court has typically missed viewing at least part of the procession over the last several years.

Beginning on Mardi Gras 2025, the Queen of Carnival's Reviewing Stands will be located at Pascal's Manale Restaurant at the corner of Napoleon Avenue and Dryades Street, 11 blocks from the parade's start at the corner of Napoleon Avenue and Claiborne Avenue. Manale's is the classic 111-year-old institution now owned and operated by one of our city's acclaimed restaurateurs, the Dickie Brennan Restaurant Group. Locating the Queen of Carnival's Reviewing Stands at Manale's will, for the first time in a long time, allow the Rex Court to view the entire Rex Parade. This is a change that has been considered for some years that will result in an even better Mardi Gras for future Rex Courts.

In addition to allowing the Rex Court to view the entire Rex Parade, today's announcement is also a step toward ensuring the Rex Parade is completed safely and timely in four hours, by 2:30 pm, which should help all involved, especially the truck float parades that follow the Rex Parade.

The Rex Organization looks forward to a safe and fun parade on Mardi Gras 2025 that includes traditional toasts between the King of Carnival and the Mayor of New Orleans and New Orleans City Officials at Gallier Hall as well as between the King of Carnival and the Queen of Carnival at the Queen's Reviewing Stands in its new location closer to the start of its parade.

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As it has in the past, via a satellite feed, the Rex Organization will provide live, accessible coverage of the traditional toast between the King of Carnival and the Queen of Carnival at the Queen of Carnival's Reviewing Stands. The feed will also feature the entire Rex Parade. Given the parade start time of 10:30 am eleven blocks away, the Rex Organization anticipates the toast between the King of Carnival and the Queen of Carnival will begin on Mardi Gras, Tuesday, March 4, 2025 in the window between 10:50 am and 11:20 am. For any media organizations wishing to carry the toast live, the Rex Organization requests media organizations plan for the toast to occur in that window. The Rex Organization will share satellite coordinates with media organizations once available, soon before Mardi Gras.

About the Rex Organization: Since the founding of the Rex Organization in 1872, its traditions have helped define Mardi Gras. Rex's proclamation invites his subjects to the grand celebration of Carnival. His royal colors of purple, gold, and green 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 public education philanthropy association. Since its founding in 2006, the PBPF has donated more than \$14 million, including more than \$1 million annually for the past nine years, and committed nearly \$1.3 million in 2024 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 PBPF's philanthropic funds are raised from annual donations from members of the Rex Organization. www.probonopublicofoundation.org