



French Quarter Festivals, Inc.
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French Quarter Festival presented by Chevron
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FOR IMMEDIATE RELEASE

French Quarter Festival presented by Chevron 2024: A Celebration of Louisiana's Living Legends, April 11-14 *40+ Music Debuts, 60+ Culinary Experiences, New Stages, and more!*

[Explore the Digital Press Kit](#)

Check out What's New

- **Jack Daniel's Stage in Spanish Plaza:** The Jack Daniel's Stage which has moved to Spanish Plaza on the riverfront includes **Water Seed** present the **Journey to Funkskar**, showcasing a special light show, **Partners-N-Crime**, and the debut of **Teedra Moses**.
- **DJ Stage on the Riverfront at the Foot of Canal:** A first for Fest and exciting addition for attendees is the DJ Stage which will feature 24 popular DJs from across the city playing a variety of beats.
- **Culinary Stage:** Popular Chef Kevin Belton hosts the **Culinary Stage presented by Kingfish Kitchen and Cocktails** on the Riverfront with interviews and demos with FQF chefs daily.
- **VIP Premium Experience and Expanded Fest Family:** The free festival offers fans a chance to Fest in style with upgraded viewing options including the expansion of the Fest Family Experience from three to four hospitality lounges and tents, and the introduction of Front-of-Stage passes and parking options that take the hassle out of the day.
- **WWL Louisiana Media Stage:** WWL Louisiana moves from the New Orleans Jazz Museum to Spanish Plaza and premieres its broadcast stage that will also engage fans throughout the weekend.
- **New Orleans.com Stage powered by New Orleans & Company in Jackson Square:** An all-star lineup featuring **John Boutté**, **Quiana Lynell** and the **Lush Life**, and **James Andrews**.
- **Loyola University Esplanade in the Shade Stage at the Jazz Museum:** Fans will notice a new presence inside the gates on Esplanade Ave. with the **Loyola University Esplanade in the Shade Stage** that returns with performances from **Loyola University Students**, **Astral Project**, and **Iceman Special**.
- **Ernie's Schoolhouse Stage:** Now located in Aquarium Plaza, it welcomes the debut of **Bonnabel High School Concert Band**, and more.

[VIEW THE FIRST ROUND OF MUSICAL PERFORMANCES HERE](#)

[VIEW THE FIRST ROUND OF CULINARY VENDORS HERE](#)

[SEE PHOTOS FROM FQF 2023](#)

New Orleans (Jan 24, 2024)—French Quarter Festivals, Inc. (FQFI), a non-profit organization, is thrilled to unveil the first round of announcements for the 2024 French Quarter Festival. [Presented by Chevron](#), this festival is the largest free celebration of Louisiana’s music, food, and culture. FQFI invites the community to the French Quarter neighborhood **April 11-14** across various venues and stages for a four-day journey with Louisiana’s Living Legends. Dive into culinary adventures with over 60 renowned restaurants and chefs, experience 270+ performances on 21 stages, including 40+ debuts acts, and partake in special events that celebrate the unique region. The festival runs from 11 a.m. until 8 p.m. each day, and features the annual Kick-off Parade on opening day at 10 a.m.

Building on the successes of FQF’s 40th anniversary, producers are excited to raise the bar in 2024 with new elements. “We are rarely short of good news when it comes to producing this Festival,” said **Emily Madero, President & CEO of FQFI**. “In addition to showcasing hundreds of local artists and chefs, this year introduces two new stages, our DJ Stage, and our **Culinary Stage presented by Kingfish Kitchen and Cocktails**. 2023 welcomed more than 875,000 fans over four days, so this year we are providing more space for our fans to spread out and dance with the addition of programming in Spanish Plaza.”

Chevron returns as **Presenting Sponsor of the Festival**. “Chevron is proud to once again serve as presenting sponsor of French Quarter Festival,” said **Chevron Gulf of Mexico Public Affairs Manager Leah Brown**. “For more than a decade we’ve supported the event’s mission to showcase the culture and heritage of our unique city, contribute to the economic well-being of the community, and instill increased pride in the people of New Orleans. We thank the French Quarter Festival team for our long-standing partnership and invite everyone to join us this year!”

More than 270 Musical Performances on 21 Stages

40+ debuts including Ivan Neville, Teedra Moses, ÌFÉ, Raj Smoove, and DJ Kelly Green

Louisiana, being well-known for its rich heritage that developed from a variety of cultures and global influences, has birthed legendary musicians from Louis Armstrong to Dr. John. This year, FQFI celebrates the legends that have continued to grace its stages since 1984 like **Irma Thomas Soul Queen of New Orleans, Ivan Neville, Little Freddie King, George Porter Jr., Charmaine Neville, Big Chief Monk Boudreaux, Rockin’ Dopsie Jr., and Kermit Ruffins** and the many others that have shared their talents with fans and made French Quarter Festival a beloved and authentic Louisiana experience.

With over 40 hours of live music from the foot of Canal St. to Esplanade Ave., festival organizers have curated 270+ acts, with more than 40 debuts, including 24 DJs at the all new DJ Stage located in **Aquarium Plaza**.

Artists and collaborations making their debut include **Teedra Moses, The Original Pinettes with Mia X, People Museum, TBC Brass Band featuring HaSizzle**, and more. Bringing even more variety to the event, the DJ Stage will showcase everything from Hip-Hop to Electronic, and Cumbia to Afrobeats. Popular personalities known for exciting fans all across the nation and joining this year’s bill include **Raj Smoove, DJ Kelly Green, DJ RQAway, DJ PJ, Ngoma Numu**, and more.

This year’s Festival has expanded with the addition of Spanish Plaza, in-partnership with **Riverwalk Outlets**. Here, fans can see performances from artists such as **Joy Clark, Partners-N-Crime**, and **Brass-a-Holics** with

Flagboy Giz on the **Jack Daniel's Stage**. This extended footprint also brings the **WWL Louisiana Media Stage**, and provides more opportunities for VIPs and sponsors.

The 2024 **Chevron Evening Concert Series**, returns with more festival favorites such as **The Soul Rebels**, **John "Papa" Gros**, and **Big Freedia**. The riverfront **Abita Beer Stage** brings four days of music including the return of **America's Got Talent** winners **Chapel Hart**, and **Terrance Simien and the Zydeco Experience**. More debuts are featured across the grounds like **Assata Renay**, and **Honey Island SwampBand** at the **Tropical Isle Hand Grenade Stage**, and debuts **Conjunto Tierra Linda**, and **Mahmoud Chouki** at the **The Pan-American Life Insurance Group Stage**.

The **Louisiana Fish Fry Stage**, located outdoors at the New Orleans Jazz Museum at the Old U.S. Mint, will include music from **Hot 8 Brass Band**, **Kings of Brass**, and more. Fans can also relax and enjoy entertainment inside the museum on the third floor at the **Songwriter Stage**.

The festival brings additional New Orleans Jazz to the French Quarter neighborhood through various stages, including the **French Market Traditional Jazz Stage** and **Dutch Alley Stage** located in the French Market District, the **Café Beignet Stage at Musical Legends Park**, and **Jazz Playhouse at the Royal Sonesta New Orleans**. There are also street stages on Bourbon and on Royal Street, including the **Omni Royal Orleans Stage**.

The complete schedule will be released in early March. The festival app will be updated in preparation for the March release. ****Find the music lineup at frenchquarterfest.org.****

Culinary Lineup includes 60+ Vendors & New Stage

Sponsored by **Broussard's Restaurant & Courtyard**, the 2024 Culinary Lineup is home to dozens of restaurants with their own great stories. Restaurants like Tujague's return with a history in the City of New Orleans dating back more than 165 years. Praline Connection, while absent from their founder, continues on in her memory with food for the soul. Plum Street Snoballs continues to win the hearts of all of our youngest fans. And newer vendors like Bao Mi and Paco's Tacos who help to create the region's extraordinary culinary scene, stir the pot with their bold flavors at Fest. This year, fans are invited to join Chef Kevin Belton at the **Culinary Stage presented by Kingfish Kitchen and Cocktails** where they see what's cooking at Fest and learn more about the stories behind these tried, treasured and true establishments. Culinary demos will take place in Aquarium Plaza.

FQFI is excited to announce two new culinary vendors this year: **Miss River** located at the **Four Seasons New Orleans**, and **Fritai Nola**. We suggest jumping in line early for eats from **Chef Charly Pierre at Fritai Nola**, who combines his Haitian roots with inventive twists that celebrate the 'local people, ingredients and flavors of New Orleans' like the Grilled Shrimp Pikliz.

Abita Beer returns as a major sponsor of the festival; the local brewing company brings favorites like Amber, Light, Strawberry Lager, Purple Haze, Jockamo Juicy IPA, and the debut of **Blueberry Wheat**. A varied menu of spirits and mixed cocktails, wine, and champagne can also be found at beverage booths around the festival ground that include **Jack Daniel's**, **Fords Gin**, **Diplomático Rum**, **El Jimador Tequila**, **Finlandia Vodka**, **Sonoma-Cutrer Wines**, and **Korbel California Champagne**.

With family in mind, a wide range of non-alcoholic beverages for fans of all ages is also offered throughout the Fest including **Pepsi** products. Those in need of a pick me up to keep on festin' can grab a **French Market**

Coffee and relax in their patio cafe in JAX Brewery Lot. The complete Culinary Lineup is available at frenchquarterfest.org.

An Homage to the Women of Fest



The Official 2024 French Quarter Festival poster, created by [Monica Rose Kelly](#), is an original watercolor painting with ornate hand-lettering that is influenced by the decorative styles found throughout the French Quarter. “I chose to honor women musicians, specifically the musical mothers of New Orleans, who not only work tirelessly to raise the children of our city but moonlight as culture-bearers,” says **Kelly**, “Women have not been often represented in New Orleans festival posters or murals, which is why I chose to depict them in many of my recent works. In addition to renderings of the ironwork found throughout the Quarter’s many balconies, I have incorporated a design from the top spire of the St. Louis Cathedral’s steeple in the background. This alternative representation of the beloved landmark is a nod to the African blacksmiths that designed many of the architectural details in the French Quarter. The tropical botanicals found in the Quarter’s hidden courtyards are painted behind the ironwork as well. The bottom of the composition shows a map of the French Quarter adorned with sprawling jasmine vines that blossom in the exact location of each FQF stage.”

The 2024 poster will be available in two limited editions: Numbered offset prints and numbered & signed screen-prints. **All posters will be available for pre-order beginning Wednesday, Jan. 24 at 10 am.**

New Ways to Fest in Style!

FQFI is committed to keeping the festival free and open to the public. This year organizers have expanded opportunities for super fans to support the organization’s mission while gaining access to exclusive VIP experiences. In addition to the [Fest Family Experience](#), attendees can take advantage of the ultimate festival luxury with the **brand-new Front-of-Stage Access Pass**, granting prime viewing spots to savor every note and beat of the music. VIPs can also enjoy the convenience of a **4-Day Parking Pass** in a coveted location, ensuring that arrival is seamless and stress-free. And there's more – we're proud to announce the addition of a fourth hospitality lounge to the VIP experience located at the Jazz Museum.

Fest Family VIP Members will also enjoy private bars with 3 complimentary drinks per day (and the option to redeem at all festival beverage locations), air-conditioned restrooms, exclusive programming, and more! **This year, the program will offer four-day weekend passes for \$449 or single-day passes for \$129.** A limited number of memberships are available and help to fund the free, local event. Fans can become members and support the fest by [purchasing your passes](#) today.



Embarking on a Sustainable Journey

This year, with the support of **Keep Louisiana Beautiful** and the **New Orleans Recreation and Culture Fund**, producers are determined to set a new standard in eco-friendly festival production in the Gulf South with the [Geauxing Green](#) program. The ambitious milestone of achieving a 40% overall waste diversion at the 2023 Festival has ignited a wave of enthusiasm, and the momentum is set to surge even higher in 2024.

Since 2022, organizers have worked closely with culinary vendors to guarantee that all materials provided to festival-goers are high-quality, reusable, recyclable, and compostable. The initiative promotes conscious consumption, driving positive change. In addition, the Green Team Crew, consisting of over 400 volunteers from around the state, are on hand throughout the festival grounds to guide and inspire the public to use recycling and composting stations. With their energy and commitment, they aim to create an immersive experience where every attendee actively participates in the festival's eco-friendly narrative.

Special Events, Programs, and Festival Extras



- **FRENCH QUARTER FESTIVAL KICKOFF PARADE:** The parade will take place **Thursday, April 11 at 10 a.m.** and departs from the **200 block of Bourbon Street**, making its way to Jackson Square for the Opening Ceremony.
- **FESTIVAL FUN FOR EVERYONE;** Our entire festival is family-friendly, but we have special zones throughout our footprint designed just for our youngest fans and musicians!
 - **The Chevron Children's STEM Zone** will return to entertain and educate people of all ages Saturday and Sunday.
 - **The New Orleans Jazz National Historical Park Kids Stage (*now located at New Orleans Jazz National Historical Park*)** operates Saturday and Sunday with entertainment that will have everyone moving to the beat.
 - **Ernie's Schoolhouse Stage (*now located at Aquarium Plaza*)** features an array of up-and-coming musicians of middle and high school age from independent programs and

school-associated ensembles. This initiative, started in 2018, continues FQFI's commitment to investing in the next generation of New Orleans' culture bearers. Youth inclined to musical performance are provided opportunities to showcase their talents at a major music festival while learning about engaging in the live production aspect of the music industry.

- **FREE DANCES LESSONS:** Free dance lessons sponsored by the French Market Corporation will occur at both the **Chevron Stage** and the **French Market Traditional Jazz Stage** throughout the festival.

Sponsors & YOU Help To Keep French Quarter Fest a FREE Community Event

French Quarter Festivals, Inc. is proud of its 41-year history of providing high-quality community events that welcome locals and guests. In order to keep the festival free and open to the public, the organization relies heavily on the contributions of sponsors and partners, as well as beverage and merchandise sales. We also recognize and appreciate all of our festival fans who contribute to our success by purchasing [merchandise](#) and [upgraded festival experiences](#), becoming a [musical performance sponsor](#), and [donating](#) directly to our organization throughout the year.

French Quarter Fest Sponsors Include: [Chevron](#), [Abita Brewing Company](#), [Ashé Cultural Arts Center](#), [The Berger Company](#), [Blue Bikes](#), [Broussard's Restaurant & Courtyard](#), [Brown-Forman](#), [Café Beignet](#), [BK House](#), [Clarion Herald](#), [Crescent Crown Distributing](#), [The Derbes Foundation](#), [Diplomatico Rum](#), [Downbeat Magazine](#), [El Jimador Tequila](#), [Finlandia Vodka](#), [Ford's Gin](#), [Four Seasons Hotel](#), [French Market Coffee](#), [French Market Corporation](#), [Friend Of Fest](#), [Funny Bird](#), [Caesars New Orleans](#), [House Of Blues](#), [The Helis Foundation](#), [I.T.S Fire Alarm Security](#), [Jack Daniel's](#), [Keesler Federal Credit Union](#), [Keep Louisiana Beautiful](#), [Korbel California Champagne](#), [Kingfish Kitchen and Cocktails](#), [KREWE](#), [LeafFilter](#), [Louisiana Cookin'](#), [Louisiana Division Of The Arts](#), [Louisiana Fish Fry](#), [Louisiana Travel](#), [Loyola University](#), [McLoughlin Family Foundation](#), [Morris Bart, LLC.](#), [Music Performance Trust Fund](#), [National Endowment For The Arts](#), [New Orleans & Company](#), [New Orleans Jazz Museum At The Old U.S. Mint](#), [New Orleans Jazz National Historical Park](#), [New Orleans School of Cooking](#), [New Orleans Steamboat Company](#), [New Orleans Public Belt](#), [New Orleans Tourism And Cultural Fund](#), [New Orleans Recreation & Culture Fund](#), [Offbeat Magazine](#), [Omni Royal Orleans](#), [Pan-American Life Insurance Group](#), [Park First](#), [Pepsi](#), [Pepsi Zero Sugar](#), [The Plant Gallery](#), [Port Of New Orleans](#), [Renaissance Publishing](#), [Republic National Distributing Company](#), [Royal Sonesta New Orleans](#), [Riverwalk Outlets](#), [Sal Borelli](#), [Sonoma-Cutrer](#), [Telemundo 42 New Orleans](#), [Three Keys at Ace Hotel](#), [Times-Picayune-Nola.Com-Gambit](#), [T-Mobile](#), [Touro](#), [Tropical Isle](#), [The Westin New Orleans](#), [vIve Hydration Therapy](#), [WGSO 990AM](#), [Where Y'at Magazine](#), [The Windsor Court](#), [WWNO 89.9FM](#), [WWOZ 90.7FM](#), [WWL-TV](#)

French Quarter Festival presented by Chevron is produced by French Quarter Festivals, Inc., (FQFI) the 501(c)3 nonprofit organization, which also produces **Satchmo SummerFest presented by New Orleans Tourism and Cultural Fund** in August and **Holidays New Orleans Style Concert Series** in December. FQFI's mission is to promote the Vieux Carré and the City of New Orleans through high-quality special events and activities that showcase the culture and heritage of this unique city, contribute to the economic well-being of the community, and instill increased pride in the people of New Orleans. The 2023 French Quarter Festival generated an economic impact of nearly \$310M. For more information about French Quarter Festivals, Inc. or any of these events, call (504) 522-5730 or visit <http://www.fqfi.org>.