



French Quarter Festivals, Inc.
Emily Madero, President & CEO
400 N Peters, STE 205
New Orleans, LA 70130
www.fqfi.org

Media Contact:
Morgan Valerie, Marketing Director
Phone: (504)522-5730/Cell: (713)397-9030
Email: morgan@fqfi.org

2024 French Quarter Festival presented by Chevron
Showcasing the world's largest celebration of Louisiana music, food, and culture



[French Quarter Festival 2024 Photos](#)

New Orleans (April 18, 2024)— “Our small team works tirelessly to make the four days in April unforgettable to our fans,” said **Emily Madero, President and CEO of FQFI**. “French Quarter Festival 2024 was a banner year, welcoming an estimated 950,000 guests, and a reflection of New Orleans at its best – four days of beautiful weather, community, environmental stewardship, and celebration across generations and

cultures. We opened new sites, debuted two stages, expanded musical genres and culinary programming, and delighted in the diverse flavors of our region's culinary talent."

"The first festival of the busy spring season with beautiful weather and huge crowds, the 41st annual French Quarter Fest was a perfect example of what makes New Orleans a great place to live, work and visit," said **Mark Romig, Chief Marketing Officer for New Orleans & Company**, the official destination sales and marketing organization for New Orleans tourism industry. "New Orleans & Company was proud to be the title sponsor for the Stage in Jackson Square. French Quarter Fest 2024 was the perfect backdrop for the Today Show with Hoda and Jenna, a satellite media tour with Amanda Shaw and numerous other media guests we hosted to invite the world to come experience New Orleans unique culture."



With an event of this magnitude, pleasing everyone seems impossible, yet FQFI organizers continue to defy the odds, serving up entertainment, food and fun for all ages and tastes. The infectious energy could be felt throughout the weekend from stage to stage. Young Audiences Charter School's Marching Band & Dance Troupe drew a swelling crowd to Ernie's Schoolhouse Stage in its new home on Aquarium Plaza. Astral Project, and Johnny Sketch and the Dirty Notes kept the crowds captivated and turned the 400 block of Esplanade Ave., beyond the Jazz Museum gates, into a block party. People Museum left fans spellbound with their unique sound, while The Original Pinettes ft. Mia X kept the crows grooving. Indoors at the Louisiana Seafood Songwriter Stage, a more intimate ambiance enveloped the audience as musicians like T-Ray the Violinist and Handmade Moments shared their artistry in music composition and performance. The *PosiGen Solar* DJ Stage turned into a sea of smiles and swaying bodies, with line dances breaking out left and right.

Beloved chefs including Alon Shaya of Miss River, Jimi Setchim of Creole Cuisine Restaurant Concepts, Ivo Arkulin of Rib Room, and Vassiliki Ellwood Yiagazis of Smoke & Honey at the Culinary Stage presented by Kingfish Kitchen & Cocktails created a new opportunity for food enthusiasts to connect with talented culinary artists. The food was not the only highlight of the Culinary Stage. Each day featured a Happy Hour conversation on cocktail concoctions and offerings at beverage booths at the festival, including a one-on-one with Abita Beer on Saturday.

This year's culinary lineup, sponsored by Broussard's Restaurant & Courtyard, featured 69 restaurants and chefs from across the state of Louisiana. The lineup continues to contend with top food events around the country, being nominated for USA Today's Top10 Best City Food Festival. FQF welcomed 16 culinary debuts including Nori Guys, Afrodisiac Nola, Pho Bang, Couvant, LUFU Nola Indian Kitchen, Fatty's Cracklins, Lizzy's Catering, Chef Shonda, and more.

"The entrepreneurs from Friends of Codey's express profound gratitude for their chance to exhibit their talents at the French Quarter Fest. This event marks a record-breaking milestone for our organization and the three micro-businesses (Crazy Waffle Bar, The Custard Shop, and Divine Cuisine) operating from our booth," says Sinnidra Taylor, Executive Director of Friends of Codey's. "The exposure and engagement gained from this opportunity are invaluable, and we warmly welcome all our new friends and supporters". Other returning favorites included Mrs. Wheat's New Orleans Meat Pies, Miss Linda the Yakamein Lady, Voleo's Seafood, Ajun Cajun, Tujague's, and Louisiana Fish Fry Products with Nola Crawfish King. Culinary and Beverage vendors partnered with organizers for the 3rd year serving all customers with compostable and recyclable materials as a part of the Festival's Geauxing Green Initiative.

2,000 young visitors and their families experienced the Chevron STEM "Exscavaganza" on Saturday and Sunday. Partners showcased interactive hands-on learning activities in an environment designed to foster a passion for learning by showing how Science, Technology, Engineering and Math are the foundation for future success. Community partners included Audubon Nature Institute, NASA Astro Camp, Project Lead the Way, The Water Institute, NAMI St. Tammany, STEM NOLA, Central Creativity & LA STEM, Pontchartrain Conservancy and Northshore Technical Community College.

The 2024 Festival was brimming with magical moments, like the Opening Day Kickoff Parade. Hundreds of Fans strolled the streets led by the sounds of the Black Magic Drumline, Paulin Brothers Jazz Band, New Wave Brass Band, Da Truth Brass Band, and Homer Plessy Community School. As the parade ended, the crowd in Jackson Square swelled for the official Opening Day Ceremony.

The revamped Premium VIP and Fest Family program remains a vital fundraiser for the non-profit that aids in keeping the event admission free for the general public. The organization also relied heavily on nearly 1,000 volunteers and numerous generous sponsors and businesses from all over the country that sponsor musical acts.

Thanks to the backing of the New Orleans City Council Recreation & Culture Fund (with support from Councilmembers Jean Paul “JP” Morrell and Freddie King III), this year’s Geauxing Green initiatives offered festival-goers numerous opportunities to actively participate in making the event more eco-friendly. Alongside the 3-bin composting, recycling, and waste receptacles, dedicated oyster receptacles were strategically placed near food booths serving the delicacies. In addition to supporting the overall program, Keep Louisiana Beautiful enhanced the initiative by providing cigarette towers and portable ashtrays throughout the grounds.

[Click here to view festival event highlights.](#) French Quarter Festival 2025 will take place April 10-13, 2025

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

French Quarter Festivals, Inc. is proud of its 40-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 our festival family who contribute to our success by purchasing [merchandise](#) and [upgraded festival experiences](#), becoming a [musician sponsor](#), and [donating](#) directly to our organization

French Quarter Fest Sponsors Include: [Chevron](#), [Abita Brewing Company](#), [Acadian Ambulance Service](#), [Aetna Better Health of Louisiana](#), [AOS Interior Environments](#), [Ashé Cultural Arts Center](#), [The Bec-Croche Giving Fund](#), [The Berger Company](#), [BK House](#), [Blue Bikes](#), [Broussard’s Restaurant & Courtyard](#), [Brown-Forman](#), [Caesars New Orleans](#), [Café Beignet](#), [The Campaign For Equity New Orleans](#), [Capital Vacations](#), [Clarion Herald](#), [Corporate Realty](#), [Crescent Crown Distributing](#), [Dew Drop Inn Hotel & Lounge](#), [The Derbes Foundation](#), [Dickie Brennan & Co.](#), [Diplomatico Rum](#), [el Jimador Tequila](#), [Finlandia Vodka](#), [Fords Gin](#), [Four Seasons Hotel New Orleans](#), [French Market Coffee](#), [French Market Corporation](#), [Friend Of Fest](#), [Funny Bird](#), [Hancock Whitney](#), [Hilton Riverside New Orleans](#), [House Of Blues](#), [The Helis Foundation](#), [Humana Healthy Horizons in Louisiana](#), [I.T.S Fire Alarm Security](#), [Jack Daniel’s](#), [Keep Louisiana Beautiful](#), [Keesler Federal Credit Union](#), [Kingfish Kitchen and Cocktails](#), [Korbel California Champagne](#), [KREWE](#), [The Leslie Fund](#), [Louisiana Cookin’](#), [Louisiana Fish Fry Products](#), [Louisiana Lottery Corporation](#), [Louisiana Seafood Promotion and Marketing Board](#), [Louisiana Travel](#), [Loyola University](#), [Mahogany Jazz Hall](#), [McLoughlin Family Foundation](#), [Music Performance Trust Fund/ American Federation of Musicians](#), [National Endowment For The Arts/ Art Works/](#)

Louisiana Office of Cultural Development, New Orleans Magazine, New Orleans & Company, New Orleans Jazz Museum At The Old U.S. Mint, New Orleans Jazz National Historical Park Service, New Orleans Public Belt, New Orleans School of Cooking, New Orleans Steamboat Company, 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, Phelps, The Plant Gallery, Port Of New Orleans, PosiGen Solar Energy and Energy Efficiency, Rap Snacks, Republic National Distributing Company, Research Includes Me, Ron & Trisha McAlear, Royal Sonesta New Orleans, Riverwalk Outlets, Sal Borelli, The Shotgun Shack Kitties, Sonoma-Cutrer Wines, Susan Baird, T-Mobile, Telemundo 42 New Orleans, The Old No. 77 Hotel & Chandlery, Three Keys at ACE Hotel, Times-Picayune-Nola.Com-Gambit, Touro, [Transcendent Law Group](#), Tropical Isle, The Westin New Orleans, vIve Hydration Therapy, Walmart, WGSO 990AM, Windsor Court Hotel, Woody & Kathy Jay, WWNO 89.9FM, WWOZ 90.7FM, WWL-Louisiana

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** in August and **Holidays New Orleans Style** 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 2022 French Quarter Festival generated an economic impact of nearly \$250M. For more information about French Quarter Festivals, Inc. or any of these events, call (504) 522-5730 or visit <http://www.fqfi.org>.

