



New Orleans Tourism Marketing Corporation  
365 Canal Street, #1120 | New Orleans, LA 70130 | 504/524-4784 | 504/524-4780 fax  
[www.NewOrleansOnline.com](http://www.NewOrleansOnline.com) - The City of New Orleans' Official Tourism Web Site

Lea Sinclair  
Director of Communications  
504/491-5330  
[lea@notmc.com](mailto:lea@notmc.com)

Grace Wilson  
Communications Associate  
504/247-6362  
[grace@notmc.com](mailto:grace@notmc.com)

## MID-CITY BAYOU BOOGALOO

### *Festival Fun on the Bayou*

New Orleans, LA – Held annually in late-May on the banks of Bayou St. John, this fun community festival features local cuisine, two stages of live entertainment and an arts and crafts market with the work of local artisans. The Mid-City Bayou Boogaloo attracts more than 15,000 people and is rapidly growing as a major music event just before the dog days of summer.

Founded after Hurricane Katrina, the festival was launched as a free-admission festival to entertain the families who were home and busy with the task of rebuilding. Hard-hit by the disastrous storm, some parts of Mid-City took on more than ten feet of water. Perched halfway between the Mississippi River and Lake Pontchartrain, the neighborhood is home to City Park, famous cemeteries and a number of great restaurants. Every spring, thousands of visitors flock to Mid-City for the annual New Orleans Jazz & Heritage Festival at the New Orleans Fair Grounds. Although the festival was geared towards residents the first year, it now attracts locals and tourists alike and offers a weekend of great New Orleans fun.

“The Mid-City Bayou Boogaloo Festival represents the rebirth of New Orleans neighborhoods. This historic and nostalgic location is very significant in the history of New Orleans and our country. The festival offers the best in Louisiana cuisines, local artisans and diverse music from the region,” says director Jared Zeller.

The Bayou Boogaloo features a kid’s stage, games and plenty of activities for children. Many families pack a blanket to sprawl out on the grassy banks of the bayou for a weekend of fine live music. Past performances have included: the rockin’ beats of singer and guitarist Anders Osborne, the funky rhythms of singer/songwriter Lynn Drury, the Indian funk of Big Chief Monk Boudreaux, the reggae grooves of the Revealers, and the blues of the local legendary Walter “Wolfman” Washington.

Proceeds from the Mid-City Bayou Boogaloo go to benefit various programs of MotherShip Foundation, a non-profit organization whose mission is to help preserve the artistic and musical culture of New Orleans. For more information, call (504) 488-3865 or visit [www.thebayouboogaloo.com](http://www.thebayouboogaloo.com).

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC’s marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. Web sites: [www.NewOrleansOnline.com](http://www.NewOrleansOnline.com); [www.NewOrleansMuseums.com](http://www.NewOrleansMuseums.com); [www.HearNewOrleansMusic.com](http://www.HearNewOrleansMusic.com).

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