



**FOR IMMEDIATE RELEASE**

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# Mardi Gras at the Beach!

## *3<sup>rd</sup> Largest Mardi Gras Celebration in U.S. Offers Beachfront Revelry on the Texas Coast*

**GALVESTON ISLAND, TEXAS** (December 1, 2016) – If you're looking for a unique Mardi Gras experience in 2017, grab some beads and hit the beach.

*Mardi Gras! Galveston*, the third largest Mardi Gras celebration in the United States, offers the unique chance to experience sand between your toes and gorgeous beach sunsets while taking in the revelry and lavish parades known to dominate Galveston Island during carnival season.

The island's 106<sup>th</sup> Mardi Gras celebration, to be held February 17-28, 2017, is expected to draw more than 350,000 attendees for 30+ concerts, 24 parades, 20 balcony parties and several elegant balls. And, this island-style Mardi Gras has plenty of personality. Find your Mardi Gras style with these highlights:

- **Classic Revelry** – Galveston's historic downtown entertainment district will put you in the center of classic Mardi Gras revelry complete with big crowds and plenty of beads. Nearly all parades go through downtown, where you can enjoy the view from the street or from above at a balcony party. Main concert stages are also located downtown, where the event's headline performances will take place. The festival's largest parades also run along the beachfront on Seawall Boulevard. New in 2017, Mardi Gras! Galveston will host the Krewe of Olympus Parade Feb. 17 supporting the LGBT community. On Sunday, Feb. 19, the event will include "A Salute to Tejano Music," featuring live Tejano entertainment, two parades and other festivities.
- **Upscale Mardi Gras** – If you're looking to catch any of the colorful beads to be thrown from parade floats and downtown balconies, you don't have to stand in the streets to do it. *Mardi Gras! Galveston's* elegant side will feature several masked balls where black-tie attire, lavish buffets, live performers, dancing and parade viewing invoke the evening festivities. Popular events include the San Luis Salute hosted by Tilman and Paige Fertitta and The Tremont House's A&M Mardi Gras Parade Viewing Party.
- **Family Gras** – Sunday, Feb. 26 is Family Gras at *Mardi Gras! Galveston*, featuring live family entertainment, kids parades, a kids coloring contest and more. Donations will be taken at the gate to benefit [The Sunshine Kids](#) and [Shriners Hospitals for Children](#). Highlights for the day include the Krewe of Barkus & Meoux pet parade and Mardi Gras Children's Parade on among other events.
- **Electric Mardi Gras** – Electric Mardi Gras will return in 2017 with a special concert area at 21<sup>st</sup> and Mechanic streets in downtown Galveston. This area will provide one big party for lovers of electronic dance music, with continuous concerts, beat-thumping DJs and laser

light shows on Fridays and Saturdays throughout the celebration. Headliners in 2017 will include Bright Lights and Tropkillaz.

Tickets to Mardi Gras! Galveston are now on sale. For details, visit [www.mardigrasgalveston.com](http://www.mardigrasgalveston.com).

### **About Mardi Gras! Galveston**

Mardi Gras, the traditional festival of feasting and merrymaking that precedes the season of Lent, was first publicly observed on Galveston Island in 1867. Following a sabbatical imposed in 1941 by war and challenging times, Mardi Gras! Galveston was revived in 1985 by Galveston-born preservationist and developer George P. Mitchell. The largest celebration of its kind in Texas and the third largest in the nation, Mardi Gras! Galveston brings the island's streets to life with parade viewers shouting for beads, lively tunes played by the colorful marching bands, and the infectious merriment that dominates the island for two full weeks.

### **Media Resources**

Media professionals seeking more information about *Mardi Gras! Galveston* may contact Ivette Wilhelm, public relations coordinator for the Galveston Island Convention & Visitors Bureau, at 409-797-5124 or [iwilhelm@galvestoncvb.com](mailto:iwilhelm@galvestoncvb.com)

- To request media passes, submit via our [Online Media Request Form](#)
- To download photos or video footage, visit <http://pressroom.galveston.com>

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