



French Quarter Festivals, Inc.
400 North Peters, Suite 205
New Orleans, LA 70130
Ph 504-522-5730 / Fax 504-522-5711
www.fqfi.org

Contact: Angelique Hill
(office) 504-522-5730
(cell) 714-878-4515
(email) Angelique@fqfi.org

FOR IMMEDIATE RELEASE

CHRISTMAS
NEW ORLEANS STYLE

Christmas New Orleans Style 28th Anniversary

***A merry month of holiday feasting, Cathedral concerts, and festive events!
An exciting season for visitors and locals alike***

NEW ORLEANS, LA (November 14, 2012) - Named as one of “America’s Favorite Cities” by *Travel + Leisure Magazine* in 2011, New Orleans continues to bloom as the best city to visit during the holiday season. Through a constant effort to promote the City of New Orleans during the holiday season, French Quarter Festivals, Inc., in partnership with the New Orleans Marketing Tourism Corporation (NOTMC), announces the details of the 28th *Christmas New Orleans Style*.

Throughout the month of December, French Quarter Festivals, Inc. works closely with retailers, restaurants, hotels, arts, and community organizations to produce quality holiday events which include dining, discounts, and citywide celebrations. Founded twenty-eight years ago to attract tourists during the traditionally slow month of December, *Christmas New Orleans Style* has become a successful month-long festival by helping New Orleans businesses and the tourism industry with activities drawing in locals and visitors alike and generating tremendous economic impact for the city and state. FQFI Executive Director Marci Schramm commented, “People who visit us in December enjoy our incredible sense of tradition, southern hospitality, and community celebration. We also cannot forget the beautiful weather in Louisiana during this festive time of year.”

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2012 Christmas New Orleans Style

Christmas *New Orleans Style* continues the popular tradition of free concerts at St. Louis Cathedral and St. Augustine Church and features several exciting, citywide, holiday events such as: nightly excursions through the magnificent lighting display at City Park's *Celebration in the Oaks*; festive, holiday shopping at *Merriment on Magazine Street*; family activities including children's teas and cookie decorating; historic characters strolling and caroling in the French Quarter; holiday cruises on the Steamboat Natchez; festive theatrical and musical performances; special tours of private residences and bed and breakfast decked out in holiday cheer; tours of antebellum homes dressed in 19th century holiday finery; concerts at the Ogden Museum; outdoor, holiday movies at the Riverwalk Mall; a Christmas parade down Canal Street; and a Reindeer Run for children! Visitors can also learn the secrets of local cuisine from acclaimed New Orleans chefs as they share favorite recipes at free cooking demonstrations with samplings that are guaranteed to spice up the holidays at the Market Fare Stage located in the Historic French Market. More than 100 activities are planned, with plenty of opportunities to enjoy high quality events, incredible dining, and shopping in New Orleans during *Christmas New Orleans Style*.

Reveillon Dinners

Reveillon, an adaptation of a traditional Creole holiday dining custom, will be celebrated nightly during the Christmas season in over 47 restaurants throughout the city. Menus combine ageless Creole cuisine with more contemporary New Orleans dishes, while remaining true to the past. In fact, four of the Reveillon restaurants – Antoine's, Galatoire's, Commander's Palace, and Tujague's – are more than 100 years old!

In an effort to unify the exciting and ever-changing food culture with the traditional Reveillon dinners showcased at several New Orleans restaurants, a new contemporary program has been introduced to the *Christmas New Orleans Style* Reveillon dinners. For the first time in *Christmas New Orleans Style* history, participating restaurants were given the option to serve traditional Reveillon or offer new contemporary Reveillon dinners. Contemporary Reveillon utilizes preparation techniques and products of the modern day not necessarily available to the original Creoles. Visitors and locals can enjoy several delightful contemporary Reveillon dinners at August, Besh Steak, Commander's Palace, Domenica, and many more. Reveillon menus are offered only once a year, during December, and guests can enjoy this authentic taste of New Orleans during *Christmas New Orleans Style*.

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Cathedral Concerts

Throughout the month of December, jazz musicians, gospel choirs, classical ensembles, and other New Orleans musical groups herald in the sounds season with concerts in the country's most historic churches, St. Louis Cathedral in Jackson Square and St. Augustine Church in the historic neighborhood of Treme – New Orleans' oldest African-American neighborhood. Concerts at St. Louis Cathedral take place at 6 p.m. on December 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, 16, 17, 18, 19, and 20. In addition, the annual St. Louis Cathedral Basilica Holiday Concert takes place December 16th at 5 p.m., prior to Caroling in Jackson Square. Enjoy performances from Ellis Marsalis, Theresa Andersson and John Fohl, Harmonouche, Pfister Sisters, and many more.

The Christmas Concert Series continues with additional performances at St. Augustine Church – the oldest African American Catholic church in the United States. Concerts at St. Augustine begin at 4 p.m., December 1, 8, and 15. Enjoy performances from John Boutte, Friendly Travelers, and Germaine Bazzle and Friends.

Cooking Demonstrations

Throughout the month of December, *Christmas New Orleans Style* offers up a series of free cooking demonstrations from many of New Orleans' the finest chefs. French Quarter Festivals, Inc., in partnership with New Orleans Tourism Marketing Corporation and the French Market Corporation, bring twelve unique dishes and acclaimed chefs from throughout the area including Chef Kristin Butterworth from The Grill Room at the Windsor Court, Chef De Cuisine Alfred Singleton from Dickie Brennan's Steakhouse, and Chef Andrea Apuzzo from Andrea's. Chefs will share favorite holiday recipes at these cooking demonstrations with menu samplings for those in attendance. The Chef's Holiday Cooking Demonstrations, sponsored by *Louisiana Cookin'* Magazine, takes place on the Fare Market Stage at the Historic French Market weekdays at 2 p.m. Cooking demonstrations are December 4, 5, 6, 7, 11, 12, 13, 14, 18, 19, 20, and 21.

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Papa Noël Rates

Christmas New Orleans Style offers visitors and locals an exciting and memorable holiday encounter that can only be experienced in New Orleans. Travelers can take advantage of special offers at over 50 of the city's finest hotels and bed and breakfasts that feature attractive nightly *Papa Noël* discounted rates and luxurious value packages to visitors as their gift of the season.

For complete information and schedules visit www.neworleansonline.com/holiday or www.fqfi.org. For a free booklet and calendar, call 504-522-5730 or e-mail, info@fqfi.org.

For more information about all the events to see, do, and eat year-round in New Orleans, visit www.neworleansonline.com, the official tourism website for the city. For more information about French Quarter Festivals, Inc., visit www.fqfi.org or call 504-522-5730.

Christmas New Orleans Style 2012 is produced by French Quarter Festivals, Inc. in collaboration with New Orleans Tourism Marketing Corporation. French Quarter Festivals, Inc. is a 501(c)3 nonprofit organization, which also produces **French Quarter Festival** (April) and **Satchmo SummerFest** (August). French Quarter Festivals, Inc. promotes 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.

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