

# REX KING OF THE CARNIVAL

SENDS GREETINGS  
AND ANNOUNCES WITH PLEASURE  
HIS INTENTION TO VISIT  
HIS CAPITAL CITY OF

NEW ORLEANS

HIS MAJESTY INVITES  
ALL OF HIS SUBJECTS

TO GATHER, FROM FAR AND NEAR, TO JOIN IN  
THE MANY CELEBRATIONS AND PROCESSIONS  
WHICH WILL SHORTLY UNFOLD UNDER THE  
JOYFUL CARNIVAL BANNER.

HE PROMISES THAT THE FESTIVITIES AND PAGEANTS  
ARRANGED FOR THIS CELEBRATION WILL SURPASS IN  
JOYOUSNESS AND EXCEED IN BEAUTY THE MOST BRILLIANT  
ATTAINMENTS OF THE GLORIOUS PAST, CULMINATING IN  
HIS GRAND PROCESSION

ON TUESDAY, MARCH 4, 2025

TO CELEBRATE THE GREAT FESTIVAL OF

# MARDI-GRAS

IT IS FURTHER COMMANDED AND ORDAINED:

...THAT THE JOYOUS MUSIC OF CARNIVAL SHALL FILL THE STREETS OF HIS CAPITAL CITY,  
MULTIPLYING ALL MERRIMENT;

...THAT FAIR WEATHER AND BLUE SKIES SHALL PREVAIL, THAT MULTITUDES MIGHT GATHER  
AND CELEBRATE WITHOUT IMPEDIMENT;

...THAT THE ROYAL CONSTABULARY SHALL MARSHAL THE GRAND CELEBRATION WITH  
THEIR CUSTOMARY SKILL AND TOLERANCE;

...THAT THE KEEPERS OF INNS, TAVERNS, AND EATING ESTABLISHMENTS IN HIS BELOVED  
CAPITAL CITY SHALL THROW OPEN THEIR DOORS TO RECEIVE ALL CARNIVAL CELEBRANTS.

ATTEST

*Bohannon*  
LORD HIGH CHAMBERLAIN

BY THE

KING HIMSELF: REX



REX FIRST RULED OVER MARDI GRAS IN 1872, THE IMAGINATIVE CREATION OF A GROUP OF YOUNG NEW ORLEANS LEADERS DETERMINED BOTH TO ADD LUSTER TO THE CARNIVAL FESTIVITIES AND TO INVITE THOSE FROM FAR AWAY TO COME TO THE CRESCENT CITY AND JOIN IN THIS UNIQUE CELEBRATION. THEY SUCCEEDED BEYOND ALL EXPECTATIONS, AND VISITORS RESPONDING TO REX'S EDICTS SUMMONING HIS SUBJECTS TO THE "GRAND CELEBRATION" SOON FILLED THE CITY.

REX'S INVITATIONS AND PROCLAMATIONS OFTEN TOOK THE FORM OF POSTERS AND BROCHURES DISTRIBUTED IN RAILROAD STATIONS AND CENTERS OF COMMERCE IN THE MAJOR CITIES OF THE COUNTRY. THE 2025 ROYAL INVITATION, TRUE TO THAT TRADITION, INCORPORATES ARTWORK FROM ONE SUCH BROCHURE PUBLISHED IN 1886. INSIDE, THE ILLINOIS CENTRAL RAILROAD DESCRIBED DEPARTURE TIMES AND PROMISED ITS PASSENGERS LOW FARES TO NEW ORLEANS IN RESPONSE TO "THE COMMANDS OF HIS MOST ROYAL MAJESTY, THE KING OF THE CARNIVAL."

NEW ORLEANS HAS WELCOMED MILLIONS OF MARDI GRAS VISITORS OVER THE YEARS SINCE REX ISSUED HIS FIRST COMMANDS. REX'S 2025 ROYAL INVITATION RENEWS A TRADITION MORE THAN A CENTURY AND A HALF OLD, INVITING ALL TO COME TO NEW ORLEANS AND JOIN IN THE MANY CELEBRATIONS WHICH WILL UNFOLD BENEATH "THE JOYFUL CARNIVAL BANNER."

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