

**FOR IMMEDIATE RELEASE**

**contact: Gianna Chachere**

**gianna@newquorum.org**

**Bywater Bakery's 4th Annual King's Day King Cake Kick-Off**

**Monday, January 6, 2020**

**11am-7pm**

**NEW ORLEANS, LA (December 23, 2019)** -- Following the sold-out success of 2019, Bywater Bakery announces the return of its annual King's Day Block Party on Monday, January 6, 2020. Officially kicking off Carnival Season which culminates February 25 at Midnight on Mardi Gras Day, January 6 is often referred to as Epiphany, Twelfth Night or Three Kings' Day commemorating the day the Bible says the three wise men reached baby Jesus. In New Orleans, January 6 is also the start of King Cake season in New Orleans.

In 2020, Bywater Bakery teams up with the Backbeat Foundation to produce the free and open to the public event. Established in 2006, the Backbeat Foundation is a 501(c)3 nonprofit Louisiana corporation that supports New Orleans cultural heritage through the presentation of innovative arts and music programming and community based events and projects.

Taking place 11a.m.-7p.m., the block party features live music with special guests Carnival Time Johnson with Super Group including Fredy Lonzo, Corey Henry, Detroit Brooks, John Boutte, David Torkanowski, Herlin Riley, and Wendell Brunious, among others. Also on hand throughout the day, Mardi Gras Indians, Skeletons, Baby Dolls, and King Cakes whole and by the slice for purchase. Bywater Bakery, located in the heart of New Orleans' Bywater neighborhood at the corner of Burgundy and Independence, is well known for its rotating selection of handmade food for Breakfast, Brunch & Lunch. Last year's block party sprouted outside the bakery with hundreds in attendance throughout the day.

The pièce de résistance is of course the king cake, but also available will be Ms. Linda's world famous Yaka Mein and Red Beans and Rice (it is Monday after all). Known for incorporating a signature twist on classic sweets into its cutting-edge king cakes, Bywater Bakery offers King cake lovers eight different flavors including the popular Chantilly King Cake and Bouille King Cake and new flavors Raspberry True King Cake, Azul Dulce Blueberry King Cake, and

Pineapple Passionfruit King Cake. The bakery also brings back its savory line with Crawfish, Boudin and Spinach and Artichoke king cakes.

Foodies will be well taken care of, and music fans have something to look forward to with live entertainment by some of the best musicians in the city including a performance by Renaissance School Marching Band, a 65 person middle school band in full uniform in preparation for the upcoming parade season. Also on hand, Head Count, a national non-profit non-partisan organization that uses the power of music to register voters and promote participation in democracy in the United States will be in attendance.

### MUSIC LINEUP

- 11:00 AM Debbie Davis and Josh Paxton
- 12:00 PM Tin Men
- 1:00 PM Soul Brass Band
- 2:00 PM Magnetic Ear
- 3:00 PM Al Carnival Time Johnson with Super Group including *Fredy Lonzo, Corey Henry, Detroit Brooks, John Boutte, David Torkanowski, Herlin Riley, and Wendell Brunious*
- 4:00 PM Renaissance School Marching Band full dress, street parade
- 5:30 PM Pinettes Brass Band



For more information, please contact Chaya Conrad or Alton Osborn at 504-336-3336. Bywater Bakery, 3624 Dauphine St., New Orleans, LA 70117

**About Backbeat Foundation:** Our mission is to foster support of the rich New Orleans cultural heritage through the presentation of innovative arts and music programming and community based events and projects. Established in 2006, the Backbeat Foundation is a 501(c)3 tax exempt Louisiana non-profit corporation. At the core of the city's vitality is music. In New Orleans, music is the lifeblood of the culture.