



FOR IMMEDIATE RELEASE

Krewe of Red Beans, Rouses Markets, the Preservation Hall Foundation, Market Umbrella and the New Orleans Musicians' Clinic & Assistance Foundation to partner for Feed the Second Line program

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NEW ORLEANS, LA – (April 23, 2020) – The Krewe of Red Beans is joining forces with Rouses Markets, Louisiana's premier grocery store, Market Umbrella, a local nonprofit that operates the Crescent City Farmers Market (CCFM), the New Orleans Musicians' Clinic & Assistance Foundation, and the Preservation Hall Foundation to launch Feed the Second Line.

On March 17th, the Krewe of Red Beans, a Lundi Gras walking parade, began raising money to buy food from locally owned-New Orleans restaurants. Quickly, the effort grew. A month later, the Krewe of Red Beans was operating the largest such effort in the United States. As of April 19th, the Feed the Front Line NOLA had sent over 60,000 meals to doctors, nurses and other healthcare workers engaged directly with COVID-19 patients, spending \$566,000 in the local economy so far. 49 restaurants and coffee shops are being supported by the initiative.

Feed the Second Line, a sister effort, was announced on Friday April 24th, which would have been the second day of our city's beloved Jazz & Heritage Festival. Feed the Second Line seeks to provide food-love and employment to our culture-bearers – musicians, Mardi Gras Indians, Social Aid & Pleasure Club members, artists, and other cultural figures in the New Orleans community. The initiative will pair older, more vulnerable musicians and artists with their younger counterparts to assist them with shopping for their groceries and household needs. The benefits of this program will be

two-fold – providing much needed groceries for free to the venerated culture-bearers of our great city, with contactless delivery to protect them from public exposure during the pandemic, while providing employment to the younger generation losing weeks, possibly months, of paying gigs.

The team at Rouses Markets worked with Feed the Second Line to create a shopping list that includes more than 300 grocery items, with a focus on local brands, plus essential household supplies and personal items. Market Umbrella will provide healthy, fresh products directly from local food producers including farmers, fishers, ranchers, and more. The New Orleans Musicians' Clinic & Foundation will help with identifying those individuals in need to participate in both aspects of the program.

Feed the Second Line's first community partnerships are with Black Men of Labor, a Social Aid and Pleasure Club, and the Treme Brass Band and Monogram Hunters Mardi Gras Indian Tribe, Big Chief "Pie".

The new initiative builds on Rouses Markets commitment to support vulnerable communities impacted by COVID-19. In March, the grocer kicked off a first-in-the-country program to sell ready-made meals from local restaurants. Proceeds from the sales of these chef-prepared meals go directly to the restaurants.

Since opening the Saturday flagship Crescent City Farmers Market in 1995, Market Umbrella has worked to cultivate community markets that utilize local resources to bolster authentic local traditions. "We're proud to continue those efforts through this partnership and ensure that these individuals who have dedicated their lives to enriching the cultural fabric of New Orleans have safe access to fresh, healthy food during this time," said Kathryn Parker, Executive Director of Market Umbrella.

Donations to Feed the Second Line will support wages paid directly to the musicians and artists making these critical deliveries as well as provide these essential items to the treasured, older generation of New Orleans' culture-bearers free of charge. Tax deductible contributions to Feed the Second Line can be made directly to Krewe of Red Beans, a 501(c)3 organization.

Anyone can donate by visiting www.feedthesecondlinenola.org or sending a check to:
The Krewe of Red Beans
818 Gallier Street
New Orleans, LA 70117

Make checks payable to Krewe of Red Beans and note "for second line" in memo

About Feed the Front Line NOLA

The Krewe of Red Beans is a Lundi Gras walking parade that began in 2008 in New Orleans, LA. The Krewe is known for their suits, which are decorated with food items such as beans, rice, lentils, bay leaves, peas among other things. Because The Krewe of Red Beans is already a 501c3 non-profit, they were able to pivot quickly to respond to this pandemic to launch Feed the Front Line NOLA, which has raised nearly \$800,000 in its first month. Feed the Front Line NOLA hires musicians to deliver food from locally owned restaurants to hospital workers (our beloved “front line”). It is entirely volunteer-based. This allows 99% of donations to go to the recipients of the service: the restaurants, the healthcare workers and the musicians.

More information can be found at www.feedthefrontlinenola.org

About Rouses Supermarkets

The late Anthony J. Rouse, Sr., founded Rouses Markets in 1960. Donny Rouse, CEO, is the 3rd generation of the family to lead the family owned chain, which is one of the largest independents in the country. Rouses Markets has 64 stores in Louisiana, along the Mississippi Gulf Coast and Lower Alabama and employs over 7,000 team members. It has consistently been voted Best Supermarket and Best Place to Work.

About Market Umbrella & The Crescent City Farmers Market

Market Umbrella is the nonprofit parent organization for the CCFM, now celebrating 25 years of serving the greater New Orleans area. The Crescent City Farmers Market works to directly connect New Orleans consumers with regional farmers, fishers, and food producers.