



FOR IMMEDIATE RELEASE
July 28th, 2015

Mardi Gras-style Street Concert Coming to Prince William Street *The Bourbon Quarter patio will convert to the stage for a family-friendly, free concert to benefit MindCare New Brunswick*

Saint John, NB: On August 12, Prince William Street will transform to a family-friendly Mardi Gras-style outdoor street party. The street will be closed to traffic allowing music lovers the rare opportunity to experience a live 9-piece band direct from New Orleans on the Bourbon Quarter Restaurant patio-turned-stage.

Sweet Crude band members Jonathan Arceneaux, Sam Craft, Jack Craft, Stephen MacDonald, Alexis Marceaux, Skyler Stroup and Marion Tortorich hail from southern Louisiana and will be making a special stop in Saint John as part of their Canadian tour this summer.

The concert on Prince William Street is free of charge and open to the public. Free-will donations received at the event will be directed to the Saint John Regional Hospital Foundation's mental health pillar – MindCare New Brunswick.

Jeff Liberty is the event organizer. He has been an active MindCare supporter for several years and has hosted "Music Is Freedom - Songs for Mindcare" fundraiser event for over 5 years.

"My hope is that this new, unique Mardi Gras for MindCare event will continue to reach people in our community and help spread the word about the importance of breaking down the stigma of mental illness while raising much needed funding – all while having fun," Liberty said.

In typical New Orleans fashion, Prince William Street will be alive with food vendors, illusionists, balloon artist, face painters and more. DJ Hawk (Michael Hawkins) will deliver a rare performance spinning an eclectic mix of music guaranteed to get the crowd moving, including a collection of authentic music from New Orleans that he has gathered for over a 20-year span.

Traditional New Orleans foods like gumbo and oysters will be available for purchase from Bourbon Quarter restaurant. Those of an appropriate age may also purchase Picaroons Beers from the Bourbon Quarter.

EVENT DETAILS

DATE: Wednesday, August 12, 2015

TIME: 5:00pm – 11:00pm

LOCATION: Bourbon Quarter Restaurant, 114 Prince William St, Saint John

AVAILABLE FOR INTERVIEWS:

- Jeff Liberty, music promoter, broadcaster, mental health advocate and speaker – (506) 832-2778
- Shawn Verner, Owner, Bourbon Quarter Restaurant – (506) 642-1885
- Reid Martin, Artist Manager for Sweet Crude – (239) 405-1214
- Jeff McAloon, President & CEO, Saint John Regional Hospital Foundation – (506) 648-6400

Event sponsors include: Bourbon Quarter Restaurant, Picaroons Traditional Ales and Bell Aliant. The event organizers would like to extend a special thank you to the City of Saint John for approving the street closure for the event.

“We’re inspired and very grateful for the many community-minded people who support mental health in our region, not only in their day jobs, but also through volunteering their time and talents to raise much-needed funds,” said Jeff McAloon, President and CEO of the Saint John Regional Hospital Foundation. “Each year, our MindCare Committee approves grants for mental health research, education, transformational projects and therapeutic programs from across New Brunswick. Money raised at Mardi Gras for MindCare will have a direct and positive impact on our community.”

MindCare New Brunswick is a committee of the Board of Directors of the Saint John Regional Hospital Foundation and is a major funder of community mental health initiatives in New Brunswick.

The **Saint John Regional Hospital Foundation** raises funds to support excellence and innovation in the areas of equipment, mental health, research, education, and patient comfort at the Saint John Regional Hospital, the largest healthcare centre in the province – providing world-class care for all New Brunswickers.

For more information about the Saint John Regional Hospital Foundation please visit www.sjrhf.ca

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