



P.O. BOX 25 | BREAUX BRIDGE, LA 70517

Dear Press Representative:

It is a pleasure to invite you to the 2012 Breaux Bridge Crawfish Festival on May 4, 5 & 6, 2012 in beautiful Breaux Bridge, Louisiana. Enclosed you will find general information about this year's event.

We have provided you with the following information: Schedule of Events; Festival Profile; Celebrity Crawfish Eating Contest and Parade Forms which will aid us in preparing for your arrival on the festival grounds.

So that we can provide you with the correct number of gate and parking passes, please fill out the form labeled Press Passes. When arriving at the festival grounds please ask for Angelique Bernard or ask to be escorted to the Information Booth where you will be issued your press packet which includes your parking and gate passes. Press packets can be delivered in advance if all forms are returned before the **deadline by Wednesday, March 7, 2012**.

If you can help us with Public Service Announcements or would like for our Publicity Director or Festival Coordinator to appear on your broadcast, please contact either myself at 337-332-1649 or call the festival office at 337-332-6655. Our fax number is 337-332-5917 and email address is info@bbcrawfest.com

We would like to welcome your station to broadcast live from the festival grounds at any time. In order to reserve space inside the festival grounds, please fill out the required form so that we may accommodate you.

The Celebrity Crawfish Eating Contest immediately following Opening Ceremonies on Friday at 4:30 pm. We would love to have one of your personalities attend this event. If your station is interested in participating in the Breaux Bridge Crawfish Festival Parade on Sunday, May 6, 2012 @ 9:30 am, please fill out the enclosed form. There is no charge for publicity to ride in the parade. You will be provided with a map for parade lineup.

If any other information is needed, please do not hesitate to call the above numbers.

Thank you in advance for your cooperation.

Sincerely,
Angelique Bernard,
Publicity Director



P.O. BOX 25 | BREAUX BRIDGE, LA 70517

phone: 337-332-6655 fax: 337-332-5917 www.bbcrawfest.com

Parc Hardy in Breaux Bridge, Louisiana
May 4, 5 & 6, 2012

Where else in the world but in Louisiana would you find a 3 day celebration totally devoted to Crawfish? Every year on the first full weekend in May, thousands congregate in Breaux Bridge to pay tribute to the little crustacean we all know and love.

One of the best features of the festival is our entertainment. We have 30 of the best Cajun and Zydeco bands playing all weekend long on 3 stages. And of course, Cajuns love food, so you'll find the best entrees like Crawfish Etouffee, Fried Crawfish, Crawfish Boudin, Crawfish Po-Boys, Crawfish Spinach Boat, Crawfish Jambalaya, Crawfish Pies, Eggplant Crawfish and Shrimp Jambalaya, and of course, Boiled Crawfish. Plus, we have numerous other delightful dishes to tease your taste buds.

Don't miss our contests! Race your crawfish at our World Famous Crawfish Races, enter the Crawfish Eating Contest (you'll have to eat over 55 pounds to break the record!) or show off your culinary skills at the Crawfish Etouffee Cook-off. Two step over to our Cajun Dance Contest or glide into our Zydeco Dance Contest.

Grab your lawn chair for Sunday's Parade where we highlight our Royalty and locals who compete for the best float prizes. For the perfect Crawfish Festival Souvenir, you can shop till you drop at our Official & T-Shirt Booths and the over 75 booths in our Arts & Crafts and Commercial Vendors Area.

So, crawl on down to Breaux Bridge on the first full weekend in May, where we'll show you a claw tapping, tail snapping good time!

The Breaux Bridge Crawfish Festival Association is a non-profit corporation which has donated well over one quarter of a million dollars in the past twenty five years and enables various youth organizations in Breaux Bridge the opportunity to raise much needed funds on festival weekend for their groups. The BBCFA has 25 directors who work diligently throughout the year to make each and every festival better than the previous year. This board oversees over 50 committees that are needed to organize the festival with hundreds of volunteers.



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2012 Schedule of Events

• Friday, May 4

- 4:00pm Gates Open
- 4:30pm Opening Ceremonies - Crawfish Stage
- 4:45pm Celebrity Crawfish Eating Contest Crawfish Stage
- 5:15pm Cajun Dance Lesson, Breaux Bridge Tent
- 12:00am Festival Grounds Close

• Saturday, May 5

- 10:00am Festival Grounds Open
- 10:00am Cajun Cooking Demonstration, Breaux Bridge Tent
- 11:30am Cajun Dance Lesson, Breaux Bridge Tent
- 1:00pm Cajun Dance Contest, Festival Stage
- 12:45pm Bourée Exhibition, Breaux Bridge Tent
- 2:00pm Zydeco Dance Contest, Festival Stage
- 2:15pm Crawfish Eating Contest, Breaux Bridge Tent
- 3:00pm Crawfish Races, Crawfish Stage
- 4:15pm Cajun Dance Lesson, Breaux Bridge Tent
- 5:30pm Cajun & Zydeco Dance Lesson, Breaux Bridge Tent
- 12:00am Festival Grounds Close

• Sunday, May 6

- 9:00am Festival Grounds Open
- 9:00am Crawfish Etouffée Cookoff, Breaux Bridge Tent
- 9:30am Parade - Bridge Street & Rees Street
- 12:00pm Judging & Sampling - time approximate
- 4:00pm Festival Grounds Close

Admissions: \$5 on Friday and Sunday, \$10 on Saturday or 3-day pass for \$15
No ice chests, little red wagons, glass containers
or dogs - PLEASE!

Musical Lineup – Friday, May 4

Breaux Bridge Tent

8PM-11PM Kira Viator & Bayou Beat

Crawfish Stage

5:30PM-7:30PM Kevin Naquin & the Ossun Playboys

7:45PM-9:45PM High Performance

10PM-12AM Jamie Bergeron & the Kickin' Cajuns

Festival Stage

5:15PM-7PM Ryan Brunet & Malfecteurs

7:15PM-9:15PM Jambalaya w/ DL Menard

9:30PM-11:30PM Chubby Carrier & the Bayou Swamp Band

Musical Lineup – Saturday, May 5

Breaux Bridge Tent

7:00PM-10:00PM Forest Huval est Les Bordels

Crawfish Stage

10AM-11:30AM Ray Abshire

11:45AM-1:15PM Cameron Dupuy & the Cajun Troubadours

1:30PM-3PM Greg Martiniez & the Delta Kings

3:30PM-5:15PM Keith Frank & the Soileau Zydeco Family Band

5:30PM-7:30PM Steve Riley & the Mamou Playboys

7:45PM-9:45PM Nathan Williams & the Zydeco Cha Chas

10PM-12AM Nik-L-Beer

Festival Stage

10:15AM-11:45AM Yvette Landry

12PM-1:30PM Huval Family Band

1:45PM-3:15PM Corey Ledet

3:30PM-5:00PM Roddie Romero & the Hub City All-Stars

5:15PM-7PM Geno Delafosse & French Rockin' Boogie

7:15PM-9:15PM Horace Trahan & the New Ossun Express

9:30PM-11:30PM Travis Matte & The Kingpins

Musical Lineup – Sunday, May 6

Crawfish Stage

9AM-10:30AM Hunter Courville & Cajun Fever

10:45AM-12:15PM Robert Jardell & Pure Cajuns

12:30PM-2PM Damon Troy & Final Five

2:15PM-4PM Warren Storm – Willie Tee & Cypress

Festival Stage

10:30AM-12PM ReFlex

12:15-1:45PM Bonne Chance

2PM-4PM Lil' Nathan & the Zydeco Big Timers

Breaux Bridge Crawfish Festival Association

**Broadcasting or Live Remote
from Festival Grounds**

Station: _____

Size and type of vehicle: _____

Is electricity needed or is vehicle self-contained: _____

Time of arrival: _____

Time of departure: _____

Name of Broadcast Journalists/Disc Jockeys participating in Live Remote:

In the space provided below, please list the people you wish to interview. Also include any comments that would make your job at our festival easier.

Must be returned no later than May 1, 2012.



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PUBLIC SERVICE ANNOUNCEMENT

DATES: Friday, May 4, 2012 4:00 PM to Midnight
Saturday, May 5, 2012 10:00 AM to Midnight
Sunday, May 6, 2012 9:00 AM to 4:00 PM

ENTERTAINMENT: 30 BANDS ON 3 STAGES!!!!!!
Cajun & Zydeco

PARADE: Sunday, May 6, 2012 at 9:30 AM

CONTESTS: Cajun Dance Contest
Zydeco Dance Contest
Crawfish Races
Crawfish Eating Contests
Etouffee Cookoff

OTHER: Cajun Dance Lessons
Cooking Demonstrations
Bouree' Exhibition
Arts and Crafts
Food Vendors
Souvenirs
Street Fair

ADMISSION: \$5.00 Friday - \$10.00 Saturday
\$5.00 Sunday or \$15.00/3 day pass

PARKING: Parking available in back of Parc Hardy
Cheapest parking around - \$3.00

For more information, call 337-332-6655 or visit our website at www.bbcrawfest.com



Name of Organization: _____

Name: _____

Title: _____

Please indicate which events your organization will participate in:

CELEBRITY CRAWFISH EATING CONTEST

Friday, May 4, 2012 @ 4:30 PM, please arrive at 4:00 pm beside the Main Stage.

Name of Participant: _____

CRAWFISH FESTIVAL PARADE

Sunday, May 6, 2012 @ 9:30 am. Line up begins at 8:30 am across the street from the National Guard Armory Hall on East Bridge Street.

Contact Person: _____

Cell Phone Number: _____

Type of Entry: Vehicle Float

Music Provided: Yes No

Throws Provided Yes No

Please return form by May 1, 2012. If more information is needed on these events, please contact the Festival Office at 337-332-6655.

RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT
Breaux Bridge Crawfish Festival

IN CONSIDERATION of being permitted to participate in the **Breaux Bridge Crawfish Festival Parade** and/or other activities relating to the Parade in Breaux Bridge, Louisiana(hereinafter referred to as the "Parade"), I, for myself, my organization, my fellow members of this organization, and their employees, agents, successors, assigns, heirs and next of kin: (hereinafter referred to as the "Parade Entry").

1. HEREBY RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE the Parade, the Breaux Bridge Crawfish Festival Association, the City of Breaux Bridge, the Parade committee, Parade Sponsors and/or all Parade participants and the directors, officers, employees or agents of any of the foregoing (hereinafter referred to as "Releasees"), from all liability to me, my personal representatives, assigns, heirs, and next of kin for any and all loss or damage, and any claim or demands therefore on account of injury to my person or property or resulting in death, whether caused by the negligence of the Releasees or otherwise while I am observing, working for or participating in the Parade (including, but not limited to, all preparations therefore, the Parade itself, all incidental activities including pre-parade and post Parade activities, and the return of Parade materials to storage locations);

2. HEREBY AGREE TO INDEMNIFY AND SAVE AND HOLD HARMLESS the Releasees and each of them from any loss, liability, damage, or costs they may incur due to my presence in any way observing, or working for, or participating in the Parade (including, but not limited to, all preparation therefore, the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations), and whether caused by the negligence of the Releasees or otherwise;

3. HEREBY ASSUME FULL RESPONSIBILITY FOR ANY RISK OF BODILY HARM, DEATH OR PROPERTY DAMAGE due to the negligence of Releasees or otherwise while observing, or working for, or participating in the Parade (including but not limited to, all preparation therefore, the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations). I expressly acknowledge and agree that the activities of the Parade (including, but not limited to, all preparation therefore, the Parade itself, all incidental activities including pre-parade and post-parade activities, and the return of Parade materials to storage locations) are dangerous and involve the risk of serious injury and/or death and/or property damage. If further expressly agree that the foregoing release, waiver, and indemnity agreement is intended to be as broad and inclusive as is permitted by the laws of the State of Louisiana, and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, in full legal force and effect.

I HAVE READ AND VOLUNTARILY SIGN THE RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT, and further agree that no oral representations, statements, or inducements apart from the foregoing written agreement have been made, and that this Release is being relied upon by the Parade in permitting my organization to participate in this Parade. I also represent that I am authorized to sign this document on behalf of my organization.

Name of Parade

Entry Signature (must be parent or guardian if minor)

Date

Print or Type Signature

Breaux Bridge Crawfish Festival 2012 Parade

Media Release

I, _____, do hereby consent to the Breaux Bridge Crawfish Festival Association, it's representatives and any media or other interested party covering parade sponsored by the Breaux Bridge Crawfish Festival Association, the absolute right and permission to use, reuse and publish, and re-publish photographic pictures or video tapes of me or my organization or in which I or my organization my be included, in whole or in part, without restriction as to changes or alterations, due to participation in the "Breaux Bridge Crawfish Festival Parade", for publicity or any compensation for my or my organization's appearance on the photograph or video tape, and I and/or my organization hereby release from the use of the video tape or photograph due to my or my organization's participation in the Parade.

Therefore, I hereby release, discharge and agree to the above

Name of Organization or Individual

Signed: _____
(Must be signed by Parent or Guardian if minor)

Title/Position: _____

Date: _____