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America's Oldest Brewery Joins One of Louisiana's Oldest Festivals
Yuengling signs on as a sponsor of Festivals Acadiens et Créoles.

Lafayette, LA, Oct. 7, 2016 – During this year's Festivals Acadiens et Créoles presented by Capital One, take a break from dancing to enjoy an ice cold, craft-brewed Yuengling. The newest sponsor to come on board, America's oldest brewery joins presenting sponsor Capital One, along with stage sponsors Lafayette Utilities System, Chevron and J&J Exterminating, in helping to keep the festival free for all who attend.

"We have great sponsors whose funding helps up put the festival on, but we also need the festival to be financially stable," explains Organizer Pat Mould. "We say this festival is free, but it's really not. We spend hundreds of thousands of dollars putting on this event. That is why it is so critical people leave their ice chests at home, because beverages is how we make the bulk of our funding. Or, even better, bring the ice chest empty, and we will fill it for you—the ice is on us!"

As part of a five-pronged philanthropic mission and increased financial stability, Festivals Acadiens has, in recent years, been able to invest back into the Cajun and Creole art forms that have been a staple of the festival since its inception 42 years ago. Girard Park has been the festival's home since 1976, and beautification of the park has become part of that mission. The four other areas the festival supports include music, art, language and food.

"Our first contribution a few years ago was to help blacksmith Sam Rheil buy materials to make an iron table," says Mould. Since then, Festivals Acadiens has assisted people in getting to Sainte Anne in Nova Scotia to learn to speak French, helped a chef who was accepted to the American Pavilion Student Culinary Program at the Cannes Film Festival with his travel expenses, and planted 50 fruit trees in Girard Park with the Boy Scouts Evangeline Area Council last year.

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In cooperation with Parks and Recreation Department Director Gerald Boudreaux, Festivals is planning a seeding project for certain areas of the park where grass won't grow, either due to ground erosion or constant use, expected to be complete in 2017.

While Yuengling's roots date to 1829, its beers are new to Louisiana, arriving in the Bayou State just two months ago, with an official launch date of August 1, 2016. Yuengling is proudly distributed by Crescent Crown Distributing, a local family-owned company.

"Yuengling is pleased to support Festivals Acadiens as its newest sponsor," says Nick Hazard, vice president of the New Orleans Division at Crescent Crown Distributing. "It makes perfect sense that America's oldest brewery join one of Louisiana's oldest Festivals, with Festivals Acadiens' roots dating all the way back to 1974. Since then, Festivals Acadiens has grown into one of the richest festival traditions in southern Louisiana, celebrating the music, food and culture of the

region.”

Festivals Acadiens et Créoles presented by Capital One can trace its roots back to the first Tribute to Cajun Music Festival organized by CODOFIL in 1974. Festivals was officially established in 1977 with components of music, food and crafts. Since then, it has grown into a multi-day event taking place during the second full weekend of October each year in Lafayette, La. Festivals operates as a nonprofit corporation and is run by a community board and volunteers.