



For Immediate Release

Pat Mould

337-739-9404

kjnchef@lusfiber.net

Capital One Bank Returns as Presenting Sponsor

Save the dates for Festivals Acadiens et Créoles Oct. 12-15.

Lafayette, LA, March 13, 2017 – Festivals Acadiens et Créoles is excited to announce that Capital One Bank is returning as presenting sponsor of the festival for the sixth year in a row. Financial support from local and regional sponsors like these make the festival possible and have helped operations to grow over the past 40 years.

"They have been a great corporate partner through the years, and their financial support continues to allow us to focus on celebrating and educating those who attend the festival on all things connected to our unique Cajun and Creole culture—and worry less about the costs associated with carrying out our core mission," says Vice President of Programming & Development Pat Mould. "It also reinforces what a great corporate citizen Capital One Bank is to the surrounding communities they serve, and we humbly ask that those who enjoy the festival do what they can to support them."

Capital One first signed on as a presenting sponsor in 2012, and since then their logo has been locked with our own, in addition to appearing at Scène Ma Louisiane, on signage throughout the festival grounds and the Official Festival Pocket Guide.

"Capital One Bank is thrilled to return as the presenting sponsor of Festivals Acadiens et Créoles," says Grant Guillotte, Southwest Louisiana Market President for Capital One Bank. "This festival celebrates so much of what makes Lafayette and Acadiana special—our great music, musicians, artists, and our wonderful cuisine. As one of the largest banks and leading corporate citizens in the region and state, that's important to us."

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Festivals Acadiens et Créoles kicks off on Oct. 12 this year and runs through Oct. 15. Official lineup and schedule will be released later this summer, but fans can get a taste of the music when Festivals presents three bands during Festival International de Louisiane April 26-30.

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.

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