

FOR IMMEDIATE RELEASE

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Metro Rouge Music and Arts Festival – Proposed Early Fall - 2024

Baton Rouge, LA (April 17, 2024)

A new festival for the Baton Rouge, Louisiana area is being built now - and it's called Metro Rouge.

Metro Rouge is a developing, annual one/two day music and arts festival, used to highlight the more family-friendly environment of the Baton Rouge, Louisiana area. The festival producers: **The Metro Rouge Music & Arts Project; Throw Dat Dirt, LLC; Chef Celeste, LLC** and the **Henry Turner Jr Museum Foundation** are currently building an all-ages, family-based festival, based in the Northern Baton Rouge/Baker area.

Metro Rouge will run on the 35 acre, North Baton Rouge property of the **Throw dat Dirt** ATV park and will put emphasis on drawing in, utilizing and showcasing local artists, musicians, eateries and venues from throughout our great state. And patrons seeking great music, diverse foods, unique art and incredible vendors, within an atmosphere anyone can attend, enjoy and appreciate, will love this festival.

We want an audience primarily of families, positive-valued adults and well-traveled visitors seeking safe, world-class entertainment. The end goal is for patrons, both local and worldwide, to come to Louisiana – specifically Baton Rouge - and enjoy a positive music and arts festival to match, or surpass the type usually consigned to New Orleans.

But, we need help to make this a reality.

Metro Rouge greatly needs and is seeking partners and corporate sponsors that share our desires to enhance the overall appeal of the greater Baton Rouge area. We're also seeking musical acts, bands, artists, arts and craft vendors, food trucks and restaurants to be a part of this festival's initial run. And as this festival is intended to increase tourism (local and international); grow commerce and taxable revenue and reinforce the more family-centric atmosphere of the Baton Rouge area, our initial run **will be free to the public**.

You can learn more, become a partner/sponsor or be a part of the festival by visiting our website or these links:

myscenetv.com/metrorougeproject

<https://youtu.be/yVyzD3CRsFA?si=sWHDWojHdUYKeW2J>

<https://youtu.be/cJ-J5EQhBHA?si=g7US02zsH8G2W-Ov>

The Metro Rouge festival was designed to showcase the charm, hospitality and community values of the Baton Rouge area. Currently the largest city in Louisiana, (and home to the state's major colleges) Baton Rouge needs a comparable, large festival to show its equal viability to both New Orleans and Lafayette's offerings. And as visitors to the area rave about the "big town" charm and hospitality of Baton Rouge, any event that might help export that perception to the world, can only help build our city's growth and reputation.

We're building Metro Rouge with the hopes of everyone sharing in our vision for a world class festival - one that puts Baton Rouge first.

Thank you for your interest, consideration and help.

The Metro Rouge Music & Arts Project Board

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myscenetv.com/metrorougeproject

