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# NEWS RELEASE

## Mardi Gras Crawl to Returns to El Cajon Boulevard on Sunday, March 3

*Second annual celebration to feature brass band, local food vendors, beer garden, drag queens, costume contest and (of course) plenty of beads along festive North Park corridor*

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**SAN DIEGO (Feb. 12, 2019)** – The [El Cajon Boulevard Business Improvement Association](#) will host its second annual **Boulevard Mardi Gras Crawl** down the iconic corridor in North Park on Sunday, March 3. The travelling party will include stops at a diverse mix of local businesses, with drink and food specials and other fun activities along the way.

Festivities will kick off at 12 p.m. in the parking lot for local breweries Eppig, Pariah and JuneShine at 3052 El Cajon Blvd. Folk Art Rare Records will be spinning, with food available from Shrimp Heads, a new Cajun restaurant on Boulevard. Guests will be able to purchase Boulevard Tickets at this location to enjoy \$2, \$4 and \$6 specials along the crawl route.

At 1:30 p.m., the Euphoria Brass Band will begin leading guests down El Cajon Boulevard, making stops along the way to explore local businesses such as Lips (San Diego’s famous drag queen super-club), Collins & Coupe (cocktail provisions), Café Madeline (French café), Medina Kitchen (Moroccan Baja restaurant), The Barn and Twisted Taps (brew pubs), and Tacos La Mexcla (Mexican food truck).

Around 3 p.m., the spirited crowd will arrive at its final destination, the historic Lafayette Hotel (2223 El Cajon Blvd.), where the party will continue with more music and dancing until 5 p.m.

Additional pre-party activities include a free Mardi Gras themed fitness challenge at KOR Strength and Conditioning Gym (4223 El Cajon Blvd.) and an art and healing fair at Soul Flow Studio (3095 El Cajon Blvd.), where guests can also create their own festive wear with beads, feathers and more. Both events begin at 11 a.m.

The event will also include a Best-Decorated “Mardi-Bra” contest at The Lafayette Hotel.

Councilmember Chris Ward (District 3) will serve as Grand Marshal.

### **About the El Cajon Boulevard Business Improvement Association**

*Formed in 1988, the El Cajon Boulevard Business Improvement Association is an economic development agency comprised of over 1,000 local small businesses committed to improving the physical and*

*economic conditions along the El Cajon Boulevard corridor and its surrounding neighborhoods in Mid-City San Diego. The district encompasses 60 blocks along El Cajon Boulevard, from Park Boulevard to 54<sup>th</sup> Street, including the communities of University Heights, North Park, Normal Heights, Kensington, Talmadge and City Heights. More information is available at [www.theboulevard.org](http://www.theboulevard.org).*

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