



For Immediate Release:

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www.DowntownMonroe.org

Jim Taylor Auto Group Presents Downtown River Jam Mardi Gras Party

(Monroe, LA) – Jim Taylor Auto Group presents the Downtown River Jam Mardi Gras Party on Saturday February, 18th from 5pm to 9pm at the Old Coke building at 305 Walnut St. in downtown Monroe, LA.

Come celebrate Mardi Gras with live music by Nathan and the Zydeco Cha Chas on the Skent-N-Dent stage, a full bar, free beer samplings by Choice Brands and moore. A \$10 ticket to this event allows you to be out of the cold February wind with access to bathrooms on site while you wait for the Krewe of Janus Mardi Gras Parade!

“We are excited to be able to provide great Zydeco music and other conveniences to everyone in downtown Monroe. Come celebrate with us. We are your entertainment destination,” states Myra Gatling-Akers, DEDD Director.

For more things to do in DōMo, visit www.downtownmonroe.org or find us on Facebook at “Downtown Monroe Alliance” and “Downtown Monroe.”

Downtown Monroe Alliance would like to thank our sponsors for their support:

Jim Taylor Auto Group, Skent ‘n’ Dent, Kepper Trucking & Dirt, James Machine Works, Spherion Staffing, Progressive Bank, O’nealgas, Matt’s Music, SQ’s on the Ouachita, Portico Restaurant and Bar, Choice Brands inc., JJ’s Entertainment, Lulu’s Landscaping, Lamar Advertising, Laginappe Broadcasting, The Radio People, DeltaStyle, and The News Star.

Downtown River Jam is a free concert series hosted throughout the year by the Downtown Monroe Alliance. The Downtown Monroe Alliance/Monroe Main Street is a 501©3 non-profit established to make Downtown Monroe the vibrant heart of the city. DMA follows the Main Street 4-point approach. Some of the past projects of DMA are the facelift of Bry Park, crosswalk project, planters on Art Alley, Downtown River Jam, and marketing the businesses, events, and projects of downtown. Trash cans were recently added to Desiard Street through a partnership with Delta Community College, Downtown Economic Development District and City of Monroe.

