

Arthur Hardy— A One Man Brand!

Louisiana has produced its fair share of noted personalities — from colorful politicians and famous chefs, to jazz musicians, athletes and world-renowned writers. But when the spotlight shines on the subject of Mardi Gras in New Orleans, a single name takes center stage — ARTHUR HARDY.

For more than thirty years, Arthur Hardy has been the eyes, the ears and the voice of Carnival in the Crescent City. Hardy literally wrote the book on the subject. His annual *Mardi Gras Guide* magazine has sold more than two million copies since 1977. Hardy's *Mardi Gras in New Orleans, An Illustrated History*, a hard cover book published in 2001, has sold out of

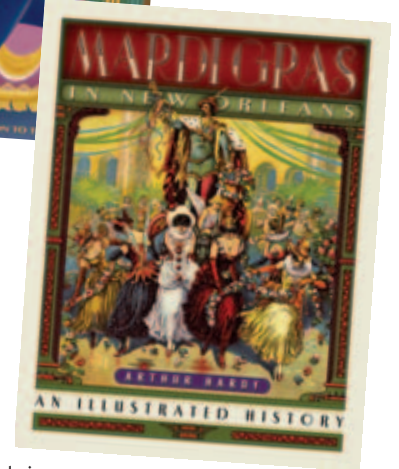
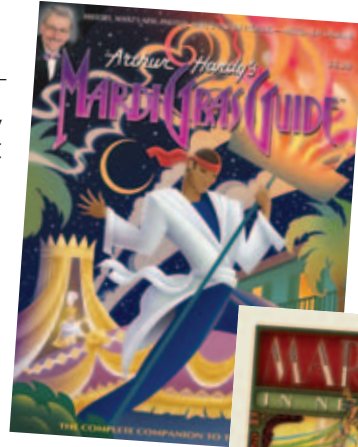
its first two editions. Arthur Hardy's daily reports on radio, television and on the Internet inform and entertain thousands each parade season. He appeared on the Today Show on NBC four times.

Arthur Hardy, a fifth generation New Orleanian, serves as a guest speaker for conventions and has also directed Mardi Gras seminars at several universities and museums.

Hardy is a member of the Mayor's Mardi Gras Advisory

Committee, and played a key role in the conception of the Jefferson Parish Mardi Gras Museum. In January 2000, Arthur Hardy was presented with the museum's prestigious Golden Flambeau Award as "one who has lighted the way by enhancing the Carnival celebration."

As a consultant to visiting media, Hardy has worked with print and electronic journalists from Europe, Japan, Canada, China and Mexico, as well as with movie producers and corporations involved with Mardi Gras promotions.



Arthur Hardy's
MARDI GRAS GUIDE™

As Much A Tradition As The Celebration It Chronicles.

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