

PRESS RELEASE



MIKE COOPER
Mayor

CITY OF COVINGTON

317 North Jefferson Avenue
Post Office Box 778
Covington, Louisiana 70434
phone 985.892.1811
fax 985.898.4723
www.covla.com

FOR IMMEDIATE RELEASE

DATE: November 3, 2015

RE: MAYOR'S YOUTH OUTREACH PROJECT – *A Rockin' the Rails "Road Trip" to the Covington Boys & Girls Club*

On Thursday, October 29th, Mayor Mike Cooper presented his new community program – “The Mayor’s Youth Outreach Project” – at the Covington Boys & Girls Club. The Johnny Sansone Band with special guest Big Chief Monk Boudreaux, scheduled to perform later that evening at the City’s popular Rockin’ the Rails free concert series sponsored by Champagne Beverage, were pleased by the Mayor’s invitation to be part of the first outreach event. “Mayor Cooper not only did a wonderful thing for the children, but by inviting us to participate, he also gave us the opportunity to see the importance of continuing to do more events like this”, Johnny Sansone.

Musicians Johnny Sansone and John Fohl kicked off the program with a musical intro for Big Chief Monk Boudreaux of The Golden Eagles Mardi Gras Indians who combined songs and stories enlightening the students on the tradition of the Mardi Gras Indians and describing the intricacies of his beautiful hand-sewn Indian suit. Southern University of New Orleans Professor Joseph Stern, dressed in Skull & Bones character, explained the customs and practices of these historical icons.

“The program was a great learning and entertaining experience - well received by the children and adults present. Mayor Cooper had discussed his ideas with me on developing a program where he and the City would have the opportunity to become more interactive with the youth in our community. From these discussions, “The Mayor’s Youth Outreach Project” was initiated. Capitalizing on our Rockin’ the Rails series was a great opportunity to kick-off the new program,” Pam Keller, Executive Assistant to the Mayor – Special Projects.

Mayor Cooper’s goal is to utilize opportunities such as the Rockin’ the Rails concert to extend further into the community by bringing informative, engaging, and interactive learning experiences to our youth. This new community outreach effort is coordinated by the City of Covington Mayor’s Office and Cultural Arts & Events Department.

FOR ADDITIONAL INFORMATION:

Pam Keller
Special Projects
Executive Assistant to Mayor Mike Cooper
pkeller@covla.com
985.898.4715

ATTACHMENTS – Photos (*if published, please credit: Taken by Bobby Gilboy*)