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Krewe of House Floats launches giving campaign

\$100,000 campaign will focus on unemployment, food insecurity, and housing insecurity

NEW ORLEANS (January 21, 2021) — The Krewe of House Floats (KoHF) today announced a giving campaign to raise \$100,000 for those affected by COVID-19 restrictions and Mardi Gras event cancellations, with Culture Aid NOLA and Grace at the Greenlight as the first partners for the initiative. The magic of Carnival, while often billed as the “Greatest Free Show on Earth,” isn’t possible without float artisans, service industry workers, musicians, Mardi Gras Indians and other culture bearers.

Donations to the KoHF campaign are completely tax-deductible through a partnership with the Greater New Orleans Foundation. For more information or to donate, visit www.kreweofhousefloats.org or email kreweofhousefloats@gmail.com. Find us on Facebook ([@KreweOfHouseFloats](https://www.facebook.com/KreweOfHouseFloats)), Instagram ([@KreweofHouseFloats](https://www.instagram.com/KreweofHouseFloats)) and Twitter ([@HouseFloats](https://twitter.com/HouseFloats)). For corporate and individual sponsorship opportunities, email kreweofhousefloats@gmail.com.

KoHF philanthropic efforts

To prevent families from choosing between buying groceries and paying rent, KoHF neighborhood subkrewes are organizing food drives to meet the immediate needs of their neighbors, while \$25,000 raised through the campaign will support Culture Aid NOLA’s low-barrier, high-fun food distribution sites. “As we find new and creative ways of connecting with our culture and community, we’re proud to support the Krewe of House Floats’ mission of Mardi Gras for all, as they support our mission of food with dignity, hospitality and grace,” said Erica Chomsky-Adelson, Executive Director of Culture Aid NOLA.

For the unsheltered, KoHF has pledged \$25,000 to support Grace at the Green Light’s Meals with Love and Going Home programs, which provide food, water, hygiene products, transportation, and connections to those on the streets. “Grace at the Green Light’s mission is to offer New Orleans’ homeless persons choices and to provide for their basic needs (water, food and community) in a loving manner that embraces the human spirit,” said Sarah Parks, Executive Director. “Since 2014, Grace has served over 200,000 meals and reunited over 2,400 homeless individuals with their loved ones.” Through this partnership, all donors to the KoHF giving campaign will be entered into a drawing to ride in the 2022 Krewe of Friar Tucks parade, generously gifted by the Krewe of Fat Bankers.

Seed funding from Latter and Blum and Faubourg Private Wealth made the campaign launch possible. “What a wonderful way to celebrate Mardi Gras,” said Latter & Blum Historic Office’s Al Palumbo. “We wanted to contribute in any way we could to help New Orleans artists.”

“Few things are more synonymous with New Orleans than Carnival,” added Faubourg Private Wealth’s P. David Soliman. “The music, costumes, floats and parades transform our beautiful city every year into one of the most iconic locales on Earth. We teamed up with Krewe of House Floats to support Carnival workers adversely affected – some who have even lost their homes – due to the pandemic. We hope that we can play a small part in keeping the spirit of New Orleans thriving in these extraordinary times.”

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