

During the past four decades, fifth-generation New Orleanian **ARTHUR HARDY** has become the eyes, the ears and the voice of Mardi Gras in New Orleans. His Mardi Gras brand has stretched across several platforms, including magazines, books, TV, radio, websites, social media, personal appearances and product endorsements. And the reach hasn't ended at the state border. Hardy has been featured on

nearly every national TV network, including six appearances on the **NBC Today Show**. He acts as an on-air authority for



WVUE TV Fox8 and provides parade



updates and Carnival previews on **WWL Radio**.

Throughout the Carnival season *The New Orleans*



Advocate publishes Hardy's parade previews and feature stories on Carnival

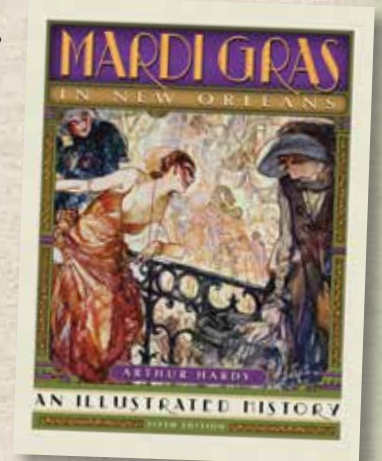


traditions. The award-winning **Mardi Gras Guide** magazine has sold more than three million copies. Hardy's hard cover,

coffee table book, **Mardi Gras in New Orleans, An Illustrated History**, is now in



its fifth revised edition (2014) and he has published krewe histories for Endymion, Rex, Hermes, and Le Krewe d'Etat. In 2016 the **Mardi Gras Guide App** was released for iPhone and Android.



Bookings for Arthur Hardy to speak at meetings and conventions are accepted up to 12 months in advance. Arthur Hardy Enterprises, LLC, 230 Devon Drive, Mandeville, LA 70448, 504-913-1563, mardihardy@gmail.com

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