

Tulane Total Health prepares to celebrate 'Brides of March'

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The Brides of March will dance through downtown on Sunday, March 17. The event is sponsored by Tulane Total Health.

If you have a random wedding dress tucked away in your closet or hidden somewhere in a drawer, this is the perfect festival to dust it off and bring it back to life. On March 17th, downtown New Orleans will be filled with dozens of people dressed in their finest wedding attire, all gathered to celebrate this year's Brides of March.

'Brides of March' might sound familiar because of its quirky take on the original Ides of March. This event originated in San Francisco in 1999 as part bar crawl, part street theater before making its way down to New Orleans in 2021. With flare that can only be found here, the New Orleans event includes a second line with all the

traditional trappings of a band, napkins, umbrellas, and plenty of dancing. The celebration will also include a garter belt toss, a bouquet toss, a high-heel race, and an opportunity to win prizes in various categories.

The Brides of March parade has enjoyed resounding success these last few years, and organizers expect an even bigger turnout this year. Like the famous Red Dress Run held annually, there is a registration process for official Brides of March participants, with the proceeds going back into the community through donations to local charities.

[Tulane Total Health](#) is the proud sponsor of this year's Brides of March event. The Mid-City clinic offers comprehensive care, including vaccines, HIV prevention and treatment, gender-affirming care, and more to the New Orleans community.

The Brides of March will dance through the French Quarter on March 17th. For more information and to register, visit the [Brides of March - NOLA website](#).