



February 8, 2021

**On Muses tHERsday the Muse Goddesses to Dispatch  
across Metro New Orleans Bringing Mardi Gras Magic  
to Front-line Health Care Warriors and  
Unsuspecting Carnival Yearning New Orleanians**

*Heels for Healers and Operation Shoe Fairy to Present  
“Glitter Shoes” on Muses tHERsday*

**New Orleans, LA, February 8, 2021**..... The Krewe of Muses will celebrate Muses tHERsday, the Krewe’s usual Parade Day, February 11, by honoring deserving frontline health care warriors fighting the COVID pandemic and surprising unsuspecting New Orleanians with the Krewe’s signature “Glitter Shoe” throw.

“On Muses tHERsday, we won’t be taking to the streets on floats, but if you hear a knock at the door or feel a tap on your shoulder, don’t be surprised. It’s our way of spreading Mardi Gras magic by gifting Glitter Shoes to courageous health care workers and our fellow Carnival-craving New Orleanians,” said Muses Captain Staci Rosenberg.

Costumed Muses will be out and about the New Orleans metropolitan area on what would have been their regular parade day spreading their brand of Mardi Gras magic. Heels for Healers will observe the Krewe of Muses 21st Anniversary by personally delivering 21 glitter shoes to each of 12 area hospitals. The Shoe Fairies will take a more spontaneous route, flitting here and there, while abiding COVID regulations and of course, wearing masks.

Organizer of Heels for Healers, Muses Member Alysia Loshbaugh said, “This has been a labor of love and a team effort. We are looking forward to spreading Muses pixie dust on tHERsday.”

Teams of Muses, will deliver and distribute shoes to healthcare workers at each of the following hospitals: LCMC Health – New Orleans East Hospital, Touro Infirmery, Children’s Hospital, West Jefferson Medical Center, East Jefferson General Hospital and University Medical Center; Ochsner Health – Ochsner Medical Center - New Orleans, Ochsner Medical Center - Kenner and Ochsner Baptist; HCA - Tulane Medical Center Reily Pavilion, St. Tammany Health System and Southeast Louisiana Veterans Health Care System - New Orleans.



## **Heels for Healers & Operation Shoe Fairy Spread Mardi Gras Magic**

### **What:**

Media Opportunities - **Muses tHERsday - February 11, 2021**

### **Times / Locations:**

- 10: 00 a. m.    **LCMC Health / Touro Infirmery**  
1401 Foucher St, New Orleans, LA  
(News Media presentation at the Prytania Street entrance)
- 10:00 a.m.    **St. Tammany Health System**  
1202 S. Tyler St. Covington, LA
- 12:00 Noon    **HCA / Tulane Medical Center Reily Pavilion**  
1415 Tulane Ave, New Orleans, LA  
(News Media presentation at the valet parking area located at the corner of Tulane Ave and S. Saratoga)

### **Media Contacts:**

Krewe of Muses, Denise Estopinal  
c. 504.495.2564  
[denise@estopinalgroup.com](mailto:denise@estopinalgroup.com)

LCMC Health / Touro Infirmery  
Mary Beth Romig Haskins  
c. 504.606.8430  
[Marybeth.haskins@LCMChealth.org](mailto:Marybeth.haskins@LCMChealth.org)

HCA / Tulane Medical Center Reily Pavilion  
Sarah Balyeat  
c. (504) 231-3872  
[Sarah.Balyeat@hcahealthcare.com](mailto:Sarah.Balyeat@hcahealthcare.com)

St. Tammany Health System  
Melissa Hodgson  
c. 985.237.0341  
[mhodgson@stph.org](mailto:mhodgson@stph.org)