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ROCK LEGEND JAMES BURTON TO REPRESENT SHREVEPORT-BOSSIER IN 2024 ROSE PARADE®

SHREVEPORT-BOSSIER, LA – Legendary Guitarist and Rock and Roll Hall of Famer James Burton will represent Shreveport-Bossier on the Louisiana float that will roll in the 2024 Tournament of Roses Parade® in Pasadena, California on January 1, 2024.

“Shreveport-Bossier is so excited to return to the Rose Parade, once again, to celebrate the unique flavor, style, and soul of our two cities,” said Stacy Brown, president and CEO of Visit Shreveport-Bossier. “Last year, we made our debut with our rider representing Shriner’s Hospital. This year, the theme of the parade is music, and who better to represent us than James Burton!”

James Burton grew up in Shreveport where he also discovered a '53 Fender Telecaster, and at only 14 years old, he began an incredible career. He wrote the music for the famous record “Suzie Q,” became a staff musician on the *Louisiana Hayride* radio show, and then joined Bob Luman’s Band journeying to Los Angeles to perform in “Carnaval Rock”. He met Ricky Nelson and joined him on the Ozzie & Harriet Shows. Burton’s unique guitar style not only placed him in the Hollywood Rock 'n' Roll and Country universe but also kept the attention of Elvis since his time on the Louisiana Hayride. Burton was Elvis’ band leader until Elvis’ passing in 1977.

“They told me ‘You don’t have to have any talent to play on the *Hayride*,’” Burton quipped. “So, that’s why they let me on stage!” Burton has a great sense of humor and even more talent. That’s something musicians around the world know. Numerous people have commented on his artistry. He’s influenced generations of guitarists. He’s been called a poet, a mind-boggling musician, and a true guitar hero.

Burton has played on thousands of recording sessions with artists such as Frank Sinatra, Johnny Cash, Merle Haggard, Buck Owens, Dolly Parton, Emmylou Harris, John Denver, Jerry Lee Lewis, Elvis Costello, Linda Ronstadt, Tina Turner, The Beach Boys, Glen Campbell, Bob Dylan, and Roy Orbison. He has been inducted into many honorable institutions such as the Rock and Roll Hall of Fame, The Musicians Hall of Fame, The Academy of Country Music Hall of Fame, The Rockabilly Hall of Fame, The Louisiana Music Hall of Fame, The Fender Guitar Hall of Fame and is a multi-Grammy winner.

“It’s an honor to ride in the Rose Parade to represent Shreveport-Bossier and the state of Louisiana,” said Burton. “It’s going to be a great time.”

Burton is known for his fiery red paisley flames on his Fender Telecaster. He and Fender have released a new Telecaster featuring blue paisley flames and a new signature guitar is on the way. The James Burton Foundation started in 2005, supports music education and donates guitars and music instruction to schools, hospitals, veterans, and community service groups in need.

Burton's two grown grandchildren, Skylar Blythe and Taylor Burton, will also be in the parade. They have traveled the world and performed with their grandfather for many years. One will ride with him on the float and the other will walk the parade route alongside the float. His wife of 65 years, Louise, will be in the stands.

The 2024 Rose Parade®, part of the Pasadena Tournament of Roses® will be held Monday, Jan. 1. Hundreds of entries will float down the 5.5-mile route, and the parade will be broadcast live at 10:00 am CT on ABC (KTBS-TV) and NBC (KTAL-TV).

Media files are available here: <https://www.dropbox.com/scl/fi/un78r8kloq4o51poyedmo/James-Burton-in-front-of-Municipal-Auditorium.jpg?rlkey=qoq09lfuy10kv5jx8fx59978q&dl=0>

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Shreveport-Bossier is a metropolitan area of about 350,000 people. It is situated in northwest Louisiana about 15 minutes from the Texas border on the west and 30 minutes from the Arkansas border on the north. Visit Shreveport-Bossier works to increase visitation to the area creating a positive economic impact. For more information, go to VisitShreveportBossier.org, and for a complete list of events visit www.SBFunGuide.com.