



Mayor Joseph "Joe" Bishop

City Council

Randy G. O'Neal - District 1 Kevin Dorn - District 2
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FOR IMMEDIATE RELEASE: Pineville Welcomes LCU President Dr. Mark Johnson as Christmas Parade Grand Marshal

PINEVILLE, LA — The City of Pineville is delighted to announce that **Dr. Mark Johnson**, the newly elected President of Louisiana Christian University (LCU), will serve as the **Grand Marshal** for this year's highly anticipated Pineville Christmas Parade.

Dr. Johnson, who began his tenure as LCU's 10th president earlier this year, is quickly becoming a prominent figure in Central Louisiana. His selection as Grand Marshal symbolizes the enduring and vital connection between the city and its historic higher education institution, Louisiana Christian University.

A Deeply Rooted Partnership

For over a century, LCU—originally founded in 1906 as Louisiana College—has stood as a **cornerstone of the Pineville community**. Situated on the north side of the Red River, the university's picturesque campus has grown alongside the city, establishing a symbiotic relationship that has benefited both entities for generations.

"I can think of no one more fitting to lead our parade than Dr. Johnson," said **Pineville Mayor Joe Bishop**. "Louisiana Christian University is not just an institution *in* Pineville; it is a **vital economic engine, a cultural hub, and a training ground for future leaders** of our city and our region. By inviting President Johnson to lead, we are celebrating LCU's deep commitment to our community. The university's success is Pineville's success."



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Importance of LCU to Pineville

Louisiana Christian University plays an indispensable role in Pineville:

- **Economic Impact:** The university is a major local employer, attracting faculty, staff, and students who contribute significantly to the local economy.
- **Talent Pipeline:** LCU prepares graduates in fields essential to the community, including nursing, education, and business, ensuring a steady stream of qualified professionals remain in the area.
- **Community Engagement:** Through athletic events, fine arts performances, and student service projects—like President Johnson's new community-focused P356 Tour—LCU provides enriching opportunities and cultural offerings that enhance the quality of life for all Pineville residents.

Celebrating the Christmas Season

Dr. Johnson expressed his honor at the invitation, noting his commitment to strengthening the LCU community, which includes the City of Pineville. "I am truly honored to be selected as Grand Marshal. Pineville is home for us. My 4 children attend Pineville Junior High, Pineville High School, and Louisiana Christian University, so our commitment here is personal. We are blessed to serve alongside a community that shares our values and invests deeply in its young people. When we lift our students, we lift the future of Pineville. I am grateful to our Mayor for this partnership, and excited for what we are building together. I hope to see everyone at the festivities!"

The Pineville Christmas Parade will take place on **December 12 at 7:00 PM**, kicking off the holiday festivities and showcasing the vibrant partnership between the City of Pineville and Louisiana Christian University.

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