



PRESS RELEASE
THURSDAY, April 7, 2016
Pensacola, FL

PRESS CONTACT:
Jenifer Surface Ivey
251.236.1765

TRIATHLON FOR LEUKEMIA KICKS OFF "MULLET TOSS" WEEK AT THE FLORA-BAMA ON APRIL 16TH

This Historic Roadhouse begins its week-long festivities with its 20th Annual "Mullet-Man" Triathlon next Saturday, April 16th at 7:30 a.m. The course begins with a ¼ mile swim in the Gulf of Mexico behind Flora-Bama, then transitions into a 17 mile bike ride and ends with a 4.2 mile run. Registration for the triathlon is available on active.com, florabama.com or in Flora-Bama's gift shop. Trophies are awarded in 36 categories, with a \$75 registration (\$85 day-of) and portion of proceeds to benefit the Leukemia/Lymphoma Society. It is dedicated to M. Lane Gilchrist, former, popular Mayor of Gulf Breeze, Florida and brother of Joe Gilchrist, owner/partner at Flora-Bama. Sunday, April 17th, marks Joe's 38th Anniversary at the 'Bama along with his birthday. It will be celebrated with a cake-cutting and limited refreshments from 4p-7p in the Main Room.

The mid-week "Mullet Swing" for Multiple Sclerosis, is already a sell-out this year. The ever popular 4-man scramble is held at Lost Key Golf Course. It begins with an 11am shotgun start followed by an awards ceremony at the Flora-Bama Wednesday, April 20th before Mullet Toss.

This year marks the 32nd Annual Interstate Mullet Toss and Gulf Coast's Greatest Beach Party. The weekend draws thousands of tourists, spectators, and contestants alike to what has become one of the busiest weekends of the year for Orange Beach, Gulf Shores, and the Perdido Key area. The event consists of individuals on the beach throwing a mullet, one of the more popular and plentiful fish local to the area, from a 10-foot circle in Florida across the state line into Alabama.

Everyone has a chance to win a trophy on Mullet Toss days, [Friday through Sunday](#), beginning 10am for the kids and into the late afternoon for adults. Awards will be awarded 3-deep, in 19-age categories, male and female with overall winners awarded the traditional "Mullet Dinner for Two" at the newly opened, Flora-Bama Ole River Bar & Grill directly across the street.

A contribution for each fish flung will go to local youth groups on both sides of the line including the Boys and Girls Clubs which serve the needs of children living in disadvantaged circumstances and "Project Graduation" to ensure a safe, drug and alcohol free graduation celebration for area high schools. The cover charge, [starting Friday morning](#), will be \$10 for those 21 years of age or older and \$15 for those 13-20, while 12 and under are free. There will be limited entrance to those under the age of 21 after [6pm](#). Membership Cards will be valid for the event and are available for \$45 at the Flora-Bama on online at www.florabama.com. These allow FREE admission all year long (except for certain events) for those 21 and older.

For more information, contact Jenifer Surface Ivey at jenifer@florabama.com or visit us at www.florabama.com or on www.facebook.com/florabama.

###

***About The Flora-Bama,** The Flora-Bama Lounge and Package is a gulf front oyster bar, beach bar, and Gulf Coast cultural landmark, touted as being America's "Last Great Roadhouse". The Flora-Bama takes its name from its location on the Florida-Alabama state line. This famous Gulf Coast establishment has been entertaining visitors and locals alike since 1964. Featuring music 365 days a year of live music from top regional and national acts as well as home of the world famous "Interstate Mullet Toss and Gulf Coast's Greatest Beach Party".*