



MEDIA ALERT
Wednesday, August 10, 2016
Pensacola, FL

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FALL INTO FLORA-BAMA FOOTBALL WITH \$5,000 BIKINI CONTEST LABOR DAY WEEKEND & BRONCKING BULLS, SEPTEMBER 9 & 10TH

The historic Flora-Bama will be crowning Miss Flora-Bama 2016 this Labor Day weekend. The finals will be held Saturday, September 3rd at 3pm in the tent stage. Contestants are finalists from four previous competitions beginning with Ms. Mullet Toss contest in April. Thanks to our sponsors Bud Light and Havana Sun, the winner receives over \$7,000 worth of cash and prizes!

Miss Flora-Bama 2016 will receive \$5000 cash and on behalf of Havana Sun, will go to Punta Cana, Dominican Republic to represent the Flora-Bama in the 2016 Swimsuit USA International Model Search in November. This competition is an upscale, professional event where each contestant will compete to represent an establishment or company at the International Finals and share \$80,000 in cash, prizes, modeling opportunities and a chance to network to further their careers!

Along with the Miss Flora-Bama Finale, fall football kicks off at all three establishments. As the SEC Headquarters, Flora-Bama will have football on multiple TV's and it will continue across the street at Flora-Bama Yacht Club and Flora-Bama Ole River Bar and Grill. Ole River will be pouring draft beer from their 16 craft draft taps, serving from their 10 frozen drink machines, and showing games on all of their 40 TV's.

Following a blow out Labor Day weekend, bring the family to our kid friendly Bulls on the Beach, September 9th and 10th. This kicks off more spine tingling competition as 2,000lbs of bull tries to buck off a professional cowboy in this 4th annual event. Gates open at 6pm; admission \$25 for adults (\$40 for both nights), \$15 for youths 7-17 (\$20 for both nights) and kids 6 and under FREE. Tickets available in the gift shop and online at florabama.com. Membership card holders will receive a free \$5 drink ticket with purchase. A mechanical bull will also be available for guests to enjoy before and after the show for \$5 per ride along with both restaurants across the street serving up cowboy themed dinners!

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

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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 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".