

NEWS RELEASE

CONTACT: Terri Kuvach (850) 435-1695

FOR IMMEDIATE RELEASE

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DOWNTOWN PENSACOLA HOSTS NEW YEAR'S EVENT WITH GIANT PELICAN DROP

PENSACOLA, FL – Gulf coast residents are invited to ring in the New Year at Pensacola's Downtown Countdown 2008, the city's signature event celebrating the New Year. The event will have live music, fireworks, and a special feature – a 10-foot, half-ton illuminated pelican.

Sponsored by the Community Redevelopment Agency (CRA), Downtown Countdown 2008 will take over Pensacola's Downtown from 5 p.m. until 1 a.m., bringing people of all ages together for the ultimate city party celebrating the countdown to 2009. The celebration's high point will be an illuminated pelican dropping at the stroke of midnight amidst fireworks and confetti.

"New York has their crystal ball, but here in Pensacola a ten-foot illuminated Pelican will carry us into the New Year on outstretched wings," said Thaddeus Cohen, Director of the CRA. "As community leaders and longtime supporters of events that promote family and fun in our area, we want to invite residents of Pensacola and neighboring communities all along the Gulf Coast to take part in this exciting signature event."

Downtown Countdown 2008 will include a carnival-themed children's area and two entertainment stages showcasing a performance by the KISS Army tribute band. The highlight of the event will be the midnight Pelican Drop.

"Throughout the evening the giant illuminated Pelican will be perched above the celebration on a 100-foot platform at the intersection of Palafox and Government Streets at Ferdinand Plaza," Cohen explained. "The Countdown will draw all eyes to the Pelican, with a Children's Countdown at 8 p.m. followed by a traditional midnight drop."

The CRA is a City of Pensacola agency established in 1980 and tasked with guiding the redevelopment of the downtown Pensacola neighborhoods that make up the Urban Core Community Redevelopment Area. The Agency is made up of the ten Pensacola City Council members, as well as an administrator and staff. The current Director is Mr. Thaddeus Cohen.