



MEDIA ADVISORY
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Pensacola Pelican Drop™ - Countdown to 2011 Begins

The Gulf Coast is counting down to the 2010 Pensacola Pelican Drop™. On December 31 the streets of Downtown Pensacola will be filled with revelers from across the country counting down to 2011 with the Gulf Coast's most unique New Year's icon, a giant illuminated pelican. Now in its 3rd successful year, the Pelican Drop is hosted by the Community Redevelopment Agency (CRA) as part of the CRA's mission to enliven public spaces and stimulate economic activity in downtown retail shops, restaurants, entertainment venues and hotels.

Festivities kick off at 5 p.m. on New Year's Eve and continue until 12:30 a.m. Throughout the evening the giant Pelican (14 feet tall, with a 20-foot wingspan) is perched above the celebration on a 100-foot platform at the intersection of Palafox and Government Streets. Although Palafox and Government Street will be closed to traffic, area restaurants will be open and additional vendors will be providing refreshments (no alcohol sales). Live performances on three outdoor stages provide ongoing entertainment throughout the evening. The popular kids' area will be expanded this year and will feature the special kids' countdown at 8 p.m. with confetti and the "bubble stomp." At the stroke of midnight, the whole city celebrates as the Pelican descends amidst fireworks and more confetti.

The signature event is the Gulf Coast's place to be on New Years Eve. More than 40,000 revelers rang in 2010 at the Pelican Drop, and *Southern Living* Magazine will include the event in their December 2010 issue. Local restaurants, shops and hoteliers reported a positive impact to their financial bottom line and several downtown hotels reported being completely booked on New Year's Eve.

The Pelican Drop™ and The CRA were recently awarded the Best Cultural Enhancement Award by the Florida Redevelopment Association for efforts in enhancing the local communities and for implementing outstanding economic growth projects and programs.

This year's sponsors include Cat Country 98.7 FM, WEAR-TV Channel 3, GoPensacola.com and International Paper. Sponsorships and merchandising opportunities are available at www.PensacolaPelicanDrop.com.

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