



CLEARWATER MARINE AQUARIUM PRESS RELEASE

Clearwater Marine Aquarium to create “Rufus Ruckus” on Clearwater Beach, participants eligible for special grand-prize giveaway

Clearwater, FL (March 29, 2016) – Clearwater Marine Aquarium (CMA) will begin a special promotion for one day only on April 1st, 2016. CMA staff and the “Rufus” pelican mascot will be visiting Clearwater Beach locations on Friday afternoon giving away prizes to fans. Individuals who meet “Rufus” at all three locations and post to Twitter or Instagram using the hashtag #RufusRuckus will be eligible for the grand prize.

The Rufus Ruckus giveaway prize package includes the following:

- 2 night stay at Hyatt Regency Clearwater Beach Resort and Spa
- 2 general admission tickets to Clearwater Marine Aquarium
- “Rufus” Encounter at Clearwater Marine Aquarium (with the actual pelican from the Dolphin Tale films)
- “Rufus” pelican plush

This prize package is no April Fools’ Day joke, valued at nearly \$500.

CMA staff and the “Rufus” Mascot will be visiting the following three locations in the order listed below from 12:00pm-3:00pm. Specific times and meeting spots will be communicated via CMA’s Twitter account.

- Pelican Walk Plaza, North Clearwater Beach
- Pier 60, Clearwater Beach
- Hyatt Regency Clearwater Beach Resort and Spa

Additional details, including all rules for entry, are listed at <http://www.seewinter.com/rufusruckus>

Media Details

Media is invited to cover the final location at The Hyatt Regency Clearwater Beach Resort and Spa at 2:30pm, on Friday, April 1st, 2016. The Grand Prize winner will be selected at this location. Media parking will be validated by the resort’s front desk.

Visual materials available for download below:

<https://www.hightail.com/download/ZWJWZGI0dENnYU9FQk1UQw>

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About Clearwater Marine Aquarium (CMA): CMA is a 501(c)(3) nonprofit working marine rescue center dedicated to inspiring the human spirit through leadership in education, research, rescue, rehabilitation and release. CMA is home to rescued dolphins, sea turtles, river otters, stingrays, nurse sharks and more. Winter the dolphin’s story of survival, after an injury that caused her to lose her tail, has impacted millions of people around the world. A major motion picture, *Dolphin Tale*, highlighted her life story in 2011. The sequel, *Dolphin Tale 2*, was released in September 2014 and features the incredible story of Hope, a young resident dolphin of CMA. The mission and potential to change people’s lives differentiates Clearwater Marine Aquarium from every other aquarium in the world.

WE BELIEVE in preserving our marine life and environment while inspiring the human spirit through leadership in education, research, rescue, rehabilitation, and release.

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A Florida non-profit 501(c)(3) organization