



LOUNGE, PACKAGE, & OYSTER BAR

**MEDIA ALERT**  
**Friday, October 6<sup>th</sup>, 2017**  
**Pensacola, FL**

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**RIDIN' BIKES AND SLINGIN' BRAS – NOT FISH! FLORA-BAMA GEARS UP FOR CHARITY  
EVENTS IN OCTOBER**

Flora-Bama Lounge, a 50-year-old watering-hole straddling the Florida/Alabama line, is the final stop for motorcyclists in charity runs the last two Saturdays of October. So if you're ready to saddle up and drink up for a good cause, go ahead and mark your calendar now.

The WKRG Ace of Hearts Poker Run starts at 11 a.m., Oct. 21 at Harley-Davidson in Pensacola and Mobile and ends at Flora-Bama. Registration is \$25 per rider and non-rider wristbands are available for \$10. You can register at either Harley Davidson location. The rider with the best hand will win a \$500 prize! All other proceeds will be donated to the American Heart Association.

The 95KSJ Kruise for St. Jude is staged from 11 a.m. – 1 p. m., Oct. 28 at the Eastern Shore Center in Spanish Fort. Proceeds benefit St. Jude's Children's Research Hospital in its efforts to advance treatments for and prevention of catastrophic children's diseases. The ride is \$30 and \$15 for each additional passenger with a free t-shirt to the first 300 riders. Register on 95ksj.com. A concert featuring Big Machine Records, Midland and Stoney Creek Records, Parmalee will begin at 3 p.m. on the Flora-Bama's Tent Stage. The concert is free to riders and open to the public for a \$5 donation to St. Jude.

But that's not all. Flora-Bama hasn't forgotten about Breast Cancer Awareness Month. Pink tacos and nachos will be featured during October at Flora-Bama's fine eateries on the north side of Perdido Key Drive. And \$1 for each taco served at the Flora-Bama Yacht Club goes to the Krewe du Ya Yas, whose Keeping Abreast Foundation urges for early detection ... and support services. At the Ole River Grill, \$1 per order of pink nachos goes to the Little Pink Houses of Hope, an organization that gives cancer survivors and families a week long break on the beach to promote recovery and celebrate life.

This fundraiser culminates with a Bras on the Beach celebration on Sunday, Oct. 29, 11a.m.-5 p.m. The all-girl entertainment will begin with Elaine Petty and Friends at 11 a.m., then Ultraviolet at 1 p.m and Jezebel's Chillin' closing out the night. The event is hosted by Big Earl and benefitting Little Pink Houses of Hope. \$5 donations will be collected for each bra flung into the rafters at the Bama Dome Stage, along with \$1 from each pink taco from our Oyster Bar, pink bushwacker and specialty drink purchased in the Dome going back to Little Pink Houses of Hope.

A \$1,500 cash costume contest concludes the month during the Halloween celebration on Oct. 31 with the Flora-Bama's annual party beginning at 6 p.m sponsored by Jagermeister. There is no cover charge and the contest judging starts at 9 p.m. with \$600 cash and trip to Hawaii for first, \$500 for second, and \$400 for third place.

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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".