



MEDIA ALERT
Thursday, March 8th, 2018
Perdido Key, FL

PRESS CONTACT
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COUNTRY MUSIC STAR JOHN RICH TO APPEAR AT FLORA-BAMA

Perdido Key, Fla. – Country music superstar, John Rich, is a TV personality, multi-platinum hit generator, and music industry leader as a songwriter, solo artist and member of Lonestar and Big & Rich. As an experienced entrepreneur, Rich launched into the spirits segment with his brand, Redneck Riviera Whiskey. Celebrating men and women who make America the greatest nation in the world, it's based on not only a work ethic that's second to none, but also a passion for making the most of every moment. With Redneck Riviera, Rich is honoring this unique American mindset by celebrating those folks who play every bit as hard as they work. What better place to celebrate the Redneck Riviera mindset than at the world famous Flora-Bama?

Flora-Bama Liquor and Lotto will be hosting a bottle signing for Redneck Riviera Whiskey on March 15 from 6 to 7 p.m. John Rich will be on-site and bottles will be available for purchase.

Immediately following the signing, the party continues across the street at the Flora-Bama, where John Rich himself will be in the Main Room toasting to the crowd and singing a few of his favorite songs from 9 to 11 p.m. This event is non-ticketed and open to the public, so grab your friends and join the party.

Redneck Riviera Whiskey Bottle Signing with John Rich

Where: Flora-Bama Liquor Store

Date: March 15

Time: 6-7 p.m.

John Rich Appearance

Where: Flora-Bama Main Room

Date: March 15

Time: 9-11 p.m.

For more information, contact Marketing Director Jenifer Surface at jenifer@florabama.com, 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".