



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Whitney Fike, Public Relations/Marketing Coordinator
Fiesta of Five Flags Association
whitney@fiestaoffiveflags.org

Phone: (850) 433-6512

Announcing the Fiesta of Five Flags Annual DeLuna Treasure Hunt

Pensacola, Fla. (April 2, 2012) The WEAR and West Florida Medical Group DeLuna Treasure Hunt, part of the 63rd Fiesta of Five Flags celebration, will take place April 16 to May 4.

Annually, the Fiesta of Five Flags Association uncovers a series of historical references to the whereabouts of Don Tristan DeLuna's lost treasure and offers clues to the public to find these valuable items. This historically based treasure hunt is one of the most popular Fiesta events for individuals, school groups and families.

All details are on the maps which are free and available at all West Florida Medical Group primary care locations and in the main lobby of West Florida Hospital. To play, you must have an official WEAR and West Florida Medical Group DeLuna Treasure Hunt map and follow all instructions. Maps will be available the week of April 9.

The first clue will be revealed on WEAR ABC 3 on Monday, April 16 during the 5 p.m. news broadcast. After the first clue is announced, new treasure clues will be announced Monday, Wednesday and Friday on WEAR ABC 3 during the 5 p.m. news broadcast and repeated on local radio stations. Clues may also be found on www.weartv.com and www.fiestaoffiveflags.org.

The grand prize winner will be announced Saturday, May 5 on stage at the Pensacola Crawfish Festival. To be eligible for all other prizes, entry forms must be completed and postmarked by May 29 to the Fiesta of Five Flags office.

This year's total prize package is worth more than \$3,950. The grand prize valued at \$2,700 includes \$1,500 cash and a Jewelers Trade Shop 14K gold necklace with a Spanish Reale valued at \$1,200. Second prize is \$500 cash. Third prize is \$250 cash. There will also be five prizes of \$100 cash each.

In addition to the competitive historically based treasure hunt, there will be a Fiesta Fun Hunt based on a second set of clues on the map. It is designed with families, children and novice Pensacola historians in mind and can be completed in one day. The prize for the winner of the Fun Hunt is \$300 cash.

Sponsors of the WEAR and West Florida Medical Group DeLuna Treasure Hunt are: WEAR ABC 3, WFGX My 35, West Florida Medical Group and Jewelers Trade Shop.

For more information about the DeLuna Treasure Hunt visit www.fiestaoffiveflags.org.

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The mission of the Fiesta of Five Flags is to celebrate our heritage, promote tourism, and build pride in Pensacola through festive activities which enhance the quality of life in our Community.

WEAR and West Florida Medical Group DeLuna Treasure Hunt locations to pick up maps:

West Florida Hospital - Main Lobby Information Desk

8383 N. Davis Hwy. • Pensacola

West Florida Pediatrics

2120 E. Johnson Ave. • Pensacola

West Florida Orthopedics

2130 E. Johnson Ave. • Pensacola

West Florida Cardiovascular and Thoracic Surgery

2120 E. Johnson Ave • Pensacola

West Florida Immediate Care—Kingsfield

2360 U.S. Hwy. 29 S. • Cantonment

West Florida Primary Care—Nine Mile

1190 E. Nine Mile Rd. • Pensacola

West Florida Primary Care—Pace

3521 Limbaugh Lane • Pace

West Florida Primary Care - Pine Forest

7458 Pine Forest Rd. • Pensacola

West Florida Primary Care—Spanish Trail

4601 Spanish Trail • Pensacola

West Florida Primary Care—“W” Street

6431 N. “W” St. • Pensacola

West Florida Primary Care—West Pensacola

321 S. Fairfield Dr. • Pensacola

West Florida OBGYN

8333 N. Davis Hwy 2nd Floor • Pensacola

West Florida General Surgery

2130 E. Johnson Ave.

2120 E. Johnson Ave.

4252 Woodbine Rd., Pace