



News Release

For Immediate Release

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Stars of Travel Channel's 'Sand Masters' Coming to Fiesta Sand Sculpture Contest

Pensacola, Fla. (May 13, 2013) Two members of the Travel Channel show "Sand Masters" will be visiting Pensacola Beach for the Fiesta Sand Sculpture Contest on Sunday, May 19. Professional sand sculptors and best friends Rusty Croft and Kirk Rademaker will be doing a demonstration on Sunday of Fiesta Family Weekend, a weekend of free events for the community. Croft and Rademaker will also be providing lessons to contest participants throughout the day.

"I have been to the Panhandle a couple times now sculpting sand just up the road from Pensacola (Beach) at Navarre Beach," said Croft. "These are some of my favorite beaches in the world. What could be better than clear water and white sand? The locals are always welcoming and lots of fun." Croft explains that he feels blessed to have widespread recognition of something he loves to do. "It's a dream come true; it really is. I'm continually inspired by my peers and always striving to get better and better every year," he said.

Rademaker, too, feels lucky to be known for his sand sculpting talent. He's excited about the interaction he'll have with the public on May 19. "Sand sculptures at the beach are a catalyst for positive human interaction," he said. "All generations and cultures, even teenagers." When asked if he had a plan for what the duo was going to construct at the contest, he insinuated that he would be inspired by his surroundings. "You never see a kid on a sand pile with a set of plans," he said.

The Fiesta Sand Sculpture Contest will take place on Pensacola Beach behind the Gulfside Pavilion (3 Casino Beach Blvd.) on Sunday, May 19. Registration begins at 8 a.m. and judging at 2 p.m. The competition is free and more than \$1,000 in cash and prizes will be awarded. The public is invited to vote for their favorite sculptures in the "People's Choice Awards."

For more information about the Fiesta Family Weekend and other Fiesta events, contact the Fiesta office at (850) 433-6512, or visit us at www.fiestaoffiveflags.org/events.

"Sand Masters" is a reality show on Travel Channel that follows a six-member team of sand sculptors around the globe that design and build elaborate sand masterpieces. For more information about the show, visit <http://www.travelchannel.com/tv-shows/sand-masters>.

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About Fiesta of Five Flags

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.