



PRESS RELEASE
For Immediate Release

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Celebrate President's Day Weekend with Family Events in SEASIDE *Enjoy Outdoor Cinema, Children's Mardi Gras Celebration & Live Music!*

Seaside, FL – (January 26, 2010) – The Merchants of Seaside are gearing up for a very busy President's Day Weekend featuring a movie under the stars, our annual kid's Mardi Gras festivities, a coastal environmental program and a Valentine's Day concert. Festivities for this busy weekend kick off with Central Square Cinema on Friday, February 12th and end with a performance by **Roman Street** on Sunday, February 14th at 5:30PM. Don't miss these events that will have everyone talking on Monday!

Start the weekend out right with **Central Square Cinema**, Seaside's outdoor film series, beginning at 7PM. Enjoy a suspenseful and thrilling family movie that has close ties to the President's Day theme. The movie will be screened on the south lawn of the Holl Building, directly across the street from Seaside Beach and Amavida. Make sure to bring your blankets and lawn chairs to grab the best seat in the house before we start the show.

Saturday morning provides the perfect setting for the **Seaside Farmers Market** held directly behind Raw & Juicy in the Amphitheater each weekend from 9:00AM-1:00PM. Market vendors offer guests everything from locally grown produce to farm fresh eggs to local certified Pure Jersey cow dairy products. The Seaside Farmers Market is a producers market focused on food, produce, cooking demonstrations, and specialty items; as well as the celebration of eating and sharing great ingredients.

Laissez Les Bon Temps Rouler on Saturday, February 13th with a fun-filled day of Mardi Gras revelry for both the young and young at heart. Let your inner artist shine between 10:00AM-2:00PM at Seaside Kids with Abrakadoodle. Enjoy face painting, art projects and other fun as we gear up for the **Fourth Annual Seaside Kids Mardi Gras Parade**. The parade, which will be led by **The Michael Foster Project** from Baton Rouge, Louisiana, will begin at 2:00PM. Make sure to wear your purple, green and gold and show off your Mardi Gras spirit as we march through the streets of Seaside. The parade starts in front of Seaside Kids and makes its way around Central Square. Following the parade, join Michael as he and his second line band perform throughout town until 4:00PM.

Seaside is also hosting **Hands Across The Sand** on Saturday, February 13th. This organization is devoted to protecting our coastlines and waterways from the devastating environmental effects of oil exploration and support industries. The event will begin at 1:00PM on the beach in Seaside, where community members will join thousands of Florida citizens to draw metaphorical and physical lines in

the sand; human lines in the sand against near shore oil drilling in our waters. For more information, please visit: www.handsacrossthesand.com.

Valentine's Day brings live music to the Seaside Meeting Hall Theatre at 5:30PM. Mobile, Alabama natives, ***Roman Street***, will perform their unique style of "new" flamenco, smooth and not-so-smooth Jazz, along with its own brand of fusion style music with a youthful and spontaneous approach to musical expression. The Meeting Hall Theatre provides an intimate setting for a concert performance, but with limited seating, guests are encouraged to arrive early on Sunday afternoon.

Don't miss all of the fun during our President's Day Weekend Celebration. For additional event details, or to learn more about our community, visit seasidefl.com. Events are made possible by the arts and entertainment fee collected by The Merchants of Seaside.

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ABOUT SEASIDE

The Town of Seaside is a gulf front community located on Scenic Highway 30A between Destin and Panama City Beach, Florida. Founded in 1981, this renowned New Urbanist town is the flagship cultural center of The Beaches of South Walton. Seaside has over 400 homes and cottage rentals, and more than 50 specialty retail shops and restaurants. Seaside's thriving town center includes civic, cultural and educational institutions; a public charter school, an inter-faith chapel, a repertory theater and The Seaside Institute. Parks and a swim and tennis club provide year-round recreation. The Seaside Amphitheater provides a wonderful venue for recreation and hosts numerous events throughout the calendar year.

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