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## MEDIA ADVISORY

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### **MEDIA CREDENTIALS NOW AVAILABLE FOR THE SEA & AIR PARADE**

*Port of San Diego Sea & Air Parade: Saturday, May 3<sup>rd</sup> 10:30 a.m. - 1 p.m.*

**SAN DIEGO, April 8, 2008** – Want your media outlet to be at the day’s hottest event, the Port Of San Diego Sea & Air Parade? We invite you to view the parade first-hand, and share the day with your viewers and/or readers. Don’t wait to fill out the forms for your media credentials for the most exciting military tribute event of the season. The media credentials application for the Port of San Diego Sea & Air Parade is now available.

***The deadline for the submission of credentials is April 28, 2008.***

#### **About Port of San Diego Sea & Air Parade**

**The Sea & Air Parade** will set sail once again in the morning of Saturday, May 3<sup>rd</sup> on San Diego Bay at approximately **10:30 a.m.** This free, family-friendly event is the kick off for **Fleet Week San Diego**, which pays tribute to San Diego’s military throughout the year. The parade will precede the **Red Bull Air Race World Series**, which begins at 1:00 p.m. The event expects to draw spectators down to the Embarcadero and the San Diego Bay.

Here is a rundown of highlights for the Sea & Air Parade:

- **Time:** The show will start at approximately 10:30 a.m. and the naval ships will pass “show center” between the Cruise Ship Terminals and the USS Midway at approximately 11 a.m. Then, stay for the Red Bull Air Race World Series, which begins around 1:00 pm.
- **Warships & Aircraft:** The U.S. Navy will parade down “The Big Bay” displaying six warships and fourteen aircraft, an impressive array of military equipment. The six ships include one Cruiser, one Frigate, two Destroyers and two Amphibious ships.
- **Mock Battle:** This year promises to be bigger and better than ever with the addition of two Tall Ships – *The Californian* and *HMS Surprise*. An exciting and thunderous mock battle between the two Tall Ships will take place between 12 p.m. and 1 p.m, so make sure you are in position for that – it’s not to be missed.
- **Best views:** Media credentials will get you onto Pier Papa (#22), which offers the best view of the parade. This location is perfect for getting pictures of the parade.
- **Parking accommodations:** Approximately 4,000 more parking spots will be made available this year in a variety of locations throughout downtown. You can park by Petco Park – in the D1 and D2 lots, at Tailgate Park or in the MDS or MTS parking structures. Red Bull will also be providing transportation to the event from 8<sup>th</sup> and Harbor Drive. Or, the trolley will be offering special stops for the event.

**The credential form is attached to this email. Additionally, for more details about media credentials, please contact the Agency’s assistant, Chanelle Keidel at [assistant@scpublicrelations.com](mailto:assistant@scpublicrelations.com), or the Agency’s account executive, Kelli Herwehe via email at [kelli@scpublicrelations.com](mailto:kelli@scpublicrelations.com). Both Chanelle and Kelli can be reached by**



phone at 619-713-0622.

**Media are directed to request a media credential and then confirmations will be sent out over the course of the April 28<sup>th</sup> – May 2<sup>nd</sup> week. Detailed directions and parking information will be included in the confirmation. If your outlet has special requests, such as wanting to speak with key Fleet Week representatives about the event or live segments, please include that in the credential form.**

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