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BUCCANEERS AND TRADEWINDS ISLAND RESORTS LAUNCH MULTI-YEAR PARTNERSHIP WITH INAUGURAL BEACH BASH

Billy Ray Cyrus, Parmalee headline free concert as part of NFL's Fantennial celebration



The Tampa Bay Buccaneers and TradeWinds Island Resorts announced today a multi-year partnership agreement that features a wide variety of collaborative marketing initiatives focused on enhancing the in-game stadium experience for Buccaneers fans at Raymond James Stadium. A featured element of the new agreement is the **Bucs Beach Bash**, a family-friendly, beach-themed, music and entertainment event that will be held at the resort's St. Pete Beach location on **Saturday, September 21, 2019**. The inaugural event, which will be headlined by music and entertainment icon **Billy Ray Cyrus** and feature platinum-selling group **Parmalee**, will be free of charge to the general public as part of the NFL 100 Fantennial celebration.

"TradeWinds Island Resorts is the quintessential beach resort destination that embodies all the great aspects of living in the Tampa Bay region that so many of our fans love," said Buccaneers Chief Operating Officer **Brian Ford**. "We are excited about this new partnership, as well as the inaugural Bucs Beach Bash this upcoming September, and look forward to working with TradeWinds on additional ways to enhance the in-game experience for our fans at Raymond James Stadium."

Other new partnership elements include integrated programs such as Family Pack ticket offers and multiple fan activation locations at Buccaneers home games, as well as the installation of TradeWinds Island Resorts brand signage and a tropical-themed RumFish Grill food location at Raymond James Stadium beginning with the 2019 season.

“The beach and football are two favorite pastimes of Floridians,” said **Keith Overton**, president of TradeWinds Island Resorts. “We’re thrilled to put the two together for fans with the upcoming Bucs Beach Bash, but also through this ongoing partnership with the Bucs that will bring many fun and exciting experiences all year long, including hotel discounts, family-friendly events and more.”

Bucs Beach Bash will begin at 11 a.m. with a variety of local bands kicking off Saturday’s activities, which include: DJs, trivia, unique partner activations, Buccaneers/NFL 100-themed contests with prizes, the Jr. Bucs Kids Zone, Street Team (including Madden gaming stations), Cheerleaders, Captain Fear, pirates and former players.

The highlight of the daylong event will be the free concert featuring multi-platinum selling recording artist Billy Ray Cyrus, who recently paired with Lil Nas X to perform the hit song *Old Town Road*. The single currently stands at No. 1 on the Billboard Hot 100 for the 14th consecutive week, tied for the third-longest reign in the chart’s 60-year history. Cyrus, perhaps best known for his chart-topping hit “Achy Breaky Heart,” will take the stage at approximately 8 p.m.

Parmalee, whose 2013 breakout hit *Carolina* shot to No. 1 in Country Airplay, will precede Cyrus, beginning at approximately 5:30 p.m. In between the two acts, the show will pause for a Sunset Celebration to allow partygoers the opportunity to watch the breathtaking view over St. Pete Beach, annually rated as one of America’s top beaches. The night sky will light up with fireworks as the concert concludes and the **RumFish Grill After Party** will keep the celebration going into the early morning hours.

In addition to Saturday’s festivities, TradeWinds will also host a Friday evening country-rock concert featuring music from **Pirate Flag Band**, a renowned tribute band featuring the music of country star Kenny Chesney.

The TradeWinds is offering special two-night VIP experience packages for two with rates as low as \$368 per package and including various extras such as stage front viewing for Friday and Saturday, exclusive restrooms, sophisticated lounge seating area and 20% off all food and beverage purchases. The package also includes the daily resort amenity fee, which includes unlimited rides on the High Tide slide, a hooded beach cabana, paddleboats, tennis court play, fitness center, self-parking, wireless Internet access and more. For reservations, please call (888) 345-9930 or visit www.JustLetGo.com/BeachBash.

Buccaneers fans may also purchase VIP, hotel and concert packages via www.Buccaneers.com/beachbash.

Details regarding the Buccaneers’ NFL 100 Fantennial’s other weekend events will be announced in the near future.

ABOUT THE BUCCANEERS

The Tampa Bay Buccaneers are in their 43rd year as members of the National Football League and compete in the National Football Conference’s South Division. They were purchased by the late Malcolm Glazer in 1995 and are currently owned by the Glazer Family. Established in 1976, the Buccaneers have totaled six division championships, one conference championship and one Super Bowl Championship. The Buccaneers are also very active in the community, with the Tampa Bay Buccaneers Foundation and the Glazer Family Foundation. For more information, visit www.buccaneers.com.

ABOUT TRADEWINDS ISLAND RESORTS

The TradeWinds Island Resorts – the Island Grand and RumFish Beach Resort – are located directly on the sugary white sands of the Gulf of Mexico on St. Pete Beach in Florida. The resorts offer access to two properties in one, with limitless beachfront recreation, sumptuous dining, fantastic family activities and programs and world class meeting and function facilities. For more information on the TradeWinds Island Resorts, visit [Just Let Go](http://JustLetGo.com).

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