



NEWS RELEASE

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TAMPA BAY BUCCANEERS UNVEIL NEW, INTERACTIVE BEACH-THEMED AREA AND FOURTH PHASE OF RAYMOND JAMES STADIUM RENOVATIONS
Newly-Renovated East Stadium Club and "Bar 76" Part of Multi-Phase \$160 Million Project



Today, the Tampa Bay Buccaneers unveiled the all-new, one-of-a-kind gameday experience opening this Sunday at Raymond James Stadium: **Bucs Beach**.

Fans attending all Buccaneers home games this season will be immersed in this beach-themed entertainment destination full of palm trees, sand and local fanfare. This complete reimagination of the Raymond James Stadium South Plaza will also feature comfortable beach seating, tiki huts, live musical performances, games, food trucks, signature drinks, photo opportunities and more.

"Bucs Beach is the latest in the long line of enhancements we have made to ensure that Raymond James Stadium remains the top sporting and entertainment venue in the country," said Buccaneers Chief Operating Officer **Brian Ford**. "We have reinvented the south plaza entrance to create a fun, family-friendly interactive area that celebrates the coastal lifestyle that we all enjoy and love. Bucs Beach is quickly going to become the preferred gathering spot for fans of all ages before and after all events at Raymond James Stadium."

Opening three-and-a-half hours before kickoff, Bucs Beach will incorporate the pirate lore of Buccaneers football with the tropical paradise of Tampa Bay to create a must-visit, high-energy destination for Buccaneers fans of all ages before entering Raymond James Stadium on gameday. Featuring 1.2 million pounds of sand, 120 customized Adirondack chairs, and a dozen tiki huts and hammocks, Bucs Beach will provide the ultimate pre-game setting for Tampa Bay fans to rally together on gameday.

In addition to a live DJ, Bucs Beach will feature ever-changing live entertainment, art demonstrations, exclusive photo opportunities and giveaways from a variety of Buccaneers partners. Bucs Beach will also offer plenty for the team's younger fans, including an inflatable obstacle course, quarterback football throwing challenge, interactive drills and visits from Captain Fear.

On Wednesday, media was also provided a tour of **Bar 76** – the new premium sports bar opening this season at Raymond James Stadium. An homage to the Buccaneers' first NFL season in 1976, the 10,000-square foot restaurant and bar located in the East Stadium Club atrium will feature 76 varieties of beer, an array of build-it-yourself culinary stations as well as a number of signature food items.



“The Glazer family is constantly challenging us to find new, innovative ways to enhance the gameday experience and Bar 76 is going to be a game-changer for our club members who desire an upscale restaurant option before, during and after games,” said Ford. “With its 76 varieties of beer, signature food offerings and football-themed, high-end design, Bar 76 will quickly become a premier destination within Raymond James Stadium.”

Bar 76 features an upscale Buccaneer football-themed motif presented in an industrial-meets-modern interior design style. An impressive white brick wall adorned with two large 15-foot by 9-foot video boards and all 32 NFL helmets serves as the primary focal point behind the bar. More than 60 HDTV monitors and a third video wall provides patrons with unprecedented access to all pre- and post-game programming as well as games from around the NFL.

The new premium sports bar will also boast one of the largest selections of beer found at a sports venue in the region, highlighted by a wide variety of offerings from the team's partners at MillerCoors and Anheuser-Busch as well as a number of local and Florida-based breweries.

In addition to Bar 76, the new East Stadium Club will include two additional sleek new bars—one at each end of the club lounge—more than 160 HDTVs, and a state-of-the-art audio system within 64,000-square feet of redesigned space. Dark hardwoods, pewter accents, elegant carpeting, modern lighting and striking colors will highlight a modern décor in a space that provides affordable, comfortable luxury. East Club members will also view the games in new, comfortable padded stadium seating while enjoying additional Club benefits such as early entry to the stadium, new boutique concessions locations, discounted food pricing, and autograph opportunities with Buccaneers legends and cheerleaders.

For tickets go to Ticketmaster.com/Buccaneers or call 866-582-2827.

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-BUCCANEERS-



BY THE NUMBERS

1.2 MILLION

Pounds of sand

2,400

Linear feet of decorative rope fencing

120

Customized Adirondack chairs

19'

Tall lifeguard stand

150

Yards of shells

2

10-foot oversized Adirondack chairs

12

Tiki Huts

12

Buccaneers Hammocks

300

Authentic lobster buoys

8

Vintage 1960s era longboards

3

Custom Bucs 3-D photo structures (7' tall)