



NEWS RELEASE

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WEAR and West Florida Medical Group DeLuna Treasure Hunt Winners Announced

Pensacola, Fla. (May 10, 2012) The Fiesta of Five Flags Association has declared a grand prize winner in the WEAR ABC 3 and West Florida Medical Group DeLuna Treasure Hunt. The winners consist of two couples, Joe and Kim Carmichael and Billy and Cheryl Smith. Billy Smith says, "We have been treasure hunting for 20 plus years in succession. We have been treasure hunting with the Carmichaels for the past 10 years. We have known them longer than that and competed against them for 10 years before joining forces."

"We all can remember when our parents and families would go out to the beach and dig in the sand for the treasure. We enjoy the DeLuna Treasure Hunt every year and plan to continue hunting and learning more about our great historic city we live in and love," said Smith.

Smith said that he would give new treasure hunters the advice to visit museums, parks, historic venues and read plaques and books to get prepared.

The Carmichael's and Smith's have won the grand prize package valued at \$3,950. The grand prize valued at \$2,700 includes \$1,500 cash and a Jewelers Trade Shop 14K gold necklace with a Spanish Reale valued at \$1,200.

Even though the treasure coin has been found, qualification for the second prize, third prize and bonus prizes is still possible. See the map for details. This year's second prize winner will receive \$500 in cash, and the third prize winner will receive \$250 in cash. Five bonus prizes of \$100 each will also be awarded.

The Fiesta Fun Hunt is designed with families, children and novice Pensacola historians in mind. The prize for this year's Fun Hunt is \$300 in cash. See map for details.

Sponsors of the WEAR and West Florida Medical Group DeLuna Treasure Hunt are: WEAR ABC 3, WFGX My 35, West Florida Medical Group and Jewelers Trade Shop.

For more information about other Fiesta events, contact the Fiesta office at (850) 433-6512, or visit us online at www.FiestaofFiveFlags.org.

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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.