



# News Release

For Immediate Release

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## An 'X' marks the spot for annual DeLuna Treasure Hunt

**Pensacola, Fla. (April 12, 2013)** Get out your maps treasure hunters, the WEAR and West Florida Medical Group DeLuna Treasure Hunt will begin on April 15.

For 64 years, the Fiesta of Five Flags Association has engaged the public with a series of historical clues to the location of Don Tristan DeLuna's lost treasure. Treasure hunters will have the opportunity to decipher these clues that will lead them to cash and prizes totaling nearly \$4,000. The grand prize is valued at \$2,700 and includes \$1,500 cash and a 14 karat gold necklace with a Spanish Reale valued at \$1,200 from Jewelers Trade Shop. Second prize is \$500 cash; third prize is \$250 cash and there will be five prizes of \$100 cash each.

DeLuna Treasure Hunt maps are free and available to the public at participating West Florida Medical Group primary care locations. To play, you must have an official WEAR and West Florida Medical Group DeLuna Treasure Hunt map and follow the instructions provided.

The first clue will be revealed on WEAR ABC 3 on Monday, April 15 during the 5 p.m. news broadcast. After the first clue is announced, new treasure clues will be announced each Monday, Wednesday and Friday in the same way until May 3. Clues may also be found on [www.weartv.com](http://www.weartv.com) and [www.fiestaoffiveflags.org/treasurehunt](http://www.fiestaoffiveflags.org/treasurehunt).

The grand prize winner will be announced Saturday, May 4 at 3:45 p.m. on stage at the Pensacola Crawfish Festival. To be eligible for all other prizes, entry forms must be completed and postmarked by May 28 to the Fiesta of Five Flags office.

In addition to the competitive an- historically based treasure hunt, there will be a Fiesta Fun Hunt based on a second set of clues on the map. It is designed with families, children and novice Pensacola historians in mind and can be completed in one day. The prize for the winner of the Fun Hunt is \$300 cash.

For more information about the DeLuna Treasure Hunt visit [www.fiestaoffiveflags.org/treasurehunt](http://www.fiestaoffiveflags.org/treasurehunt).

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### About Fiesta of Five Flags

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.

**Editor's Note:** Each clue (nine total) will be sent to news outlets individually after it has been announced on WEAR ABC3's news broadcast.

**WEAR and West Florida Medical Group DeLuna Treasure Hunt locations to pick up maps:**

**West Florida Hospital - Main Lobby Information Desk**

8383 N. Davis Hwy. • Pensacola

**West Florida Pediatrics**

2120 E. Johnson Ave. • Pensacola

**West Florida Orthopedics**

2130 E. Johnson Ave. • Pensacola

**West Florida Cardiovascular and Thoracic Surgery**

2120 E. Johnson Ave • Pensacola

**West Florida Immediate Care—Kingsfield**

2360 U.S. Hwy. 29 S. • Cantonment

**West Florida Primary Care—Nine Mile**

1190 E. Nine Mile Rd. • Pensacola

**West Florida Primary Care—Pace**

4262 Woodbine Rd • Pace

**West Florida Primary Care - Pine Forest**

7458 Pine Forest Rd. • Pensacola

**West Florida Primary Care—Spanish Trail**

4601 Spanish Trail • Pensacola

**West Florida Primary Care—“W” Street**

6431 N. “W” St. • Pensacola

**West Florida Primary Care—West Pensacola**

321 S. Fairfield Dr. • Pensacola

**West Florida OBGYN**

8333 N. Davis Hwy 2<sup>nd</sup> Floor • Pensacola

**West Florida General Surgery**

2130 E. Johnson Ave.

2120 E. Johnson Ave.