



News Release

For Immediate Release

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

Pensacola, Fla. (April 1, 2014) Get out your maps treasure hunters, the WEAR and West Florida Medical Group DeLuna Treasure Hunt will begin on April 11.

For 65 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 Jewelers Trade custom designed necklace with a Spanish Reale valued a \$1,200. Second prize is \$500 cash; third prize is \$250 cash and there will be five bonus 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 Friday, April 11, 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 April 30. Clues may also be found on www.weartv.com and www.fiestaoffiveflags.org/treasurehunt. *Each clue (nine total) will be sent to news outlets individually after it has been announced on WEAR ABC3's news broadcast.*

The grand prize winner will be announced Saturday, May 3 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 27 to the Fiesta of Five Flags office.

In addition to the competitive and 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.

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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.

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

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- Gulf Breeze

3261 Gulf Breeze Pkwy • Gulf Breeze