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New Festival Celebrates Clearwater's "Sugar Sands"

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Florida's Gulf Coast city of Clearwater has announced the first Frenchy's Sugar Sand Festival. This ten-day event, which starts on April 19, and goes through April 28, is a new addition to the annual Fun 'n Sun Festival. Music, concerts, family-friendly entertainment and a sand sculpting exhibit will celebrate Clearwater's award winning beaches. This year also marks the 60th Anniversary of the Fun 'N Sun Festival, and the 500th Anniversary of Florida.



Located just south of Pier 60 on Clearwater Beach, one thousand tons of Clearwater Beach's sugar sands will be carved into the Sugar Sand Walk Exhibit, an artistic walk-through display in a 12,000-square-foot tent. In addition, Frenchy's Sugar Sand Festival will offer free activities on Clearwater Beach including: the Frenchy's Master Sand Sculpting Competition, Sugar Sand & Sculpting Clinics, Clearwater Gas Speed Sand Demonstrations, the Camp Hyatt Sand Box children's play area, a Sand Castles in the Sun Tour, Clearwater Marine Aquarium night at Sunset Cinema, the Sugar Sand Circus, Sunsets at Pier 60, the Bright House Networks Sand Blast Fireworks, and more.

Many local businesses are giving guests at the Sugar Sand Festival special discounts or promotions with 'Sugar Sand Moments.'

The Sugar Sand Walk Exhibit will be open daily from 10am to 10pm except for opening day, April 19, when the exhibit will open at noon. Cost of admission is \$7 for adults; \$5 for students ages 13-18 (with valid student ID); \$5 for military personnel and seniors; and free for children 12 and under.

Visit: www.SugarSandFestival.com.

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