



For Immediate Release
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Local Public Relations Group Learning the "Wild Side" of PR
FPRA to get Sneak Peek at Busch Gardens' new exhibit

TAMPA, FL - January 13, 2010 -The Tampa Bay chapter of the Florida Public Relations Association (FPRA) will get a first look at Busch Gardens' Sesame Street Safari of Fun at its January program, to be held January 20th, 11:30am - 1pm at Busch Gardens. Attendees will have the opportunity to learn from the theme park's Public Relations team on how to introduce a brand new, family friendly attraction based on everybody's favorite Sesame Street friends.

Local professionals will not only discover what it's like to represent a theme park on the PR level, but also the effort put into the international campaign centered around the Sesame Street Safari of Fun exhibit. The attraction is Busch Gardens' newest addition since Jungala, and includes kid-size rides, cool water fun, and allows the little "animals" to meet, greet and eat with their favorite Sesame Street characters.

The African themed park is home to over 2,700 animals, requiring the public relations team to have interesting job requirements, such as traveling with exotic and often endangered animals. Busch Gardens' senior PR staff members will share their experiences traveling with animals, and the animals' importance in their PR efforts.

Guests are encouraged to bring cameras and may get the opportunity to meet a few interesting "characters."

FPRA hosts monthly events and provides its members with one-of-a-kind networking opportunities and learning experiences by reaching out to local PR professionals to share their successes in the field.

The Busch Gardens event will be held **January 20 from 11:30am-1pm**. Attendees will be provided with lunch and complimentary parking. Members cost is \$20, Guest \$28. Please visit www.fpratampabay.org/events for more information or email RSVP@fpratampabay.org to register.

FPRA January Program: Sneak Peek at Busch Gardens new Sesame Street Exhibit

Come hear from three of Busch Garden's most senior PR staff about their plans to introduce a brand new, family friendly attraction this spring, based on everybody's favorite Sesame Street friends.

FPRA Member Price: \$20

Guest Price: \$28

Students: \$18

RSVP REQUIRED: email: RSVP@FPRATampabay.org or [online](#)

FPRA Tampa Bay is one of 15 statewide chapters. The initial framework began for the Florida Public Relations Association in Tampa in 1938. On April 17, 1956 the first chapter, the Tampa Bay Chapter (then known as the Gasparilla Chapter), was chartered.

The Tampa Bay Chapter of FPRA continues to offer professional growth through leadership opportunities, seminars, accreditation and certification, networking, local and state annual PR competitions, and the annual FPRA State Conference. For more information, view <http://www.fpratampabay.org>

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