



BOYS & GIRLS CLUBS
OF NORTHEAST FLORIDA

Media Release

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Adventure Landing Hosts Frog Frolic to Benefit Boys & Girls Clubs of Northeast Florida

JACKSONVILLE, Fla., July 18, 2007- Adventure Landing on Beach Boulevard will be hosting its 4th Annual Frog Frolic on *Saturday, July 28th at 12:00 noon.*

Thousands of plastic frogs will race around the Lil' St. John's Lazy River at Shipwreck Island Waterpark. Members and staff from the Boys & Girls Clubs of Northeast Florida have been selling frogs at participating Winn Dixie stores. This Saturday, July 21st Boys & Girls Clubs staff and members will be at the following Winn Dixie stores:

Winn Dixie Store # 195 – 11380-8 Beach Blvd; 11:00am-3:00pm

Winn Dixie Store # 54 – 1531 Monument Rd.; 10:00am-2:00pm

Fleming Island Winn Dixie – 10:00am-12:00noon

Ponte Vedra Winn Dixie - 290 Solano Rd; 10:00am-2:00pm

Frogs will also be on sale on the day of the event, July 28th. The price of the frogs is \$5.00 per frog, or \$10.00 for three. All the proceeds from the race go to benefit the Boys & Girls Clubs of Northeast Florida.

The grand prize for the Frog Frolic is a family ultimate Adventure Landing prize package, which is estimated at a \$2,000 value, and includes: 07-09 waterpark season passes for four, ultimate birthday party of eight, 4 passes to the Hall of Terror Halloween event, 4 passes to the Noon Years Even Balloon Drop, 4 passes to the 2007 Care Bear Breakfast and 4 Quest passes. Second place prize is a family trip to Western North Carolina with tickets to Ghost Town in the Sky Theme Park and accommodations. Third place prize is a pair of skateboards provided by Sunrise Surfshop.

Adventure Landing often aligns itself with charities in the community throughout the year. Annual fundraising events such as their Easter Egg Hunts, Hall of Terror, and media golf tournaments draw thousands of families out to both Jacksonville area Adventure Landing locations, raising money for various non-profit organizations. The Frog Frolic is the biggest fundraiser that Adventure Landing hosts.

Boys & Girls Clubs of Northeast Florida (BGCNF) is a member of the Boys & Girls Clubs of America, and has played an integral role in Jacksonville for 45 years. BGCNF provides daily after-school programs to nearly 1,100 young people daily at 11 facilities in Duval, Nassau, and St. Johns County.

For more information about the Boys & Girls Clubs of Northeast Florida please visit www.bcnf.org or (904) 396-4435.

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