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Prestigious Budweiser Clydesdales to Appear at Saturday's Third Annual Bradenton Area River Regatta

BRADENTON, FL – The world-famous Budweiser Clydesdales, the symbol of quality and tradition for Anheuser-Busch since 1933, are scheduled to make a special appearance at the third annual Bradenton Area River Regatta, Saturday, Feb. 4.

It is the first year the eight-horse hitch will appear at the River Regatta and will be one of the featured land attractions during the all-free event, which runs all day along the Bradenton and Palmetto shorelines. The festivities culminate in a spectacular fireworks display created by Zambelli International.

The Budweiser team will be harnessed and hitched to the famous red beer wagon at the Green Bridge starting at 11 a.m. The "Gentle Giants," as they are often referred to, will parade across the Green Bridge as follows:

- 11 a.m.—Arrival in Bradenton at 9th Street West for harnessing and wagon preparation, which takes about one hour and is open to the public.
- 12:15 p.m.—Clydesdale's begin march across Green Bridge, from Bradenton to Palmetto.
- 12:30 p.m. to 3:30pm—Special photo session/meet and greet with the public.

The Clydesdales' appearance at the River Regatta is one of hundreds made annually by the traveling hitches. Canadians of Scottish descent brought the first Clydesdales to America in the mid-1800s. Today, the giant draft horses are used primarily for breeding and show.

Horses chosen for the Budweiser Clydesdale hitch must be at least three years of age, stand approximately 18 hands – or six feet – at the shoulder, weigh an average of 2,000 pounds, must be bay in color, have four white legs, and a blaze of white on the face and black mane and tail. A gentle temperament is very important as hitch horses meet millions of people each year.

A single Clydesdale hitch horse will consume as much as 20-25 quarts of feed, 40-50 pounds of hay and 30 gallons of water per day.

Each hitch travels with a Dalmatian. In the early days of brewing, Dalmatians were bred and trained to protect the horses and guard the wagon when the driver went inside to make deliveries.

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add one...Budweiser clydesdales coming to Bradenton area river regatta

Complete details for the Regatta are available at: bradentonarearegatta.com. Follow all the fun and activities on Facebook: www.facebook.com/RiverwalkRegatta.

The 2017 Bradenton Area River Regatta is sponsored by Manatee Memorial Hospital, Synovus Bank, Budweiser, Pittsburgh Pirates/Bradenton Marauders, Sarasota-Bradenton International Airport, Mosaic, Heli Aviation, University of South Florida, Gold Coast Eagle, Pier 22, Riverhouse Reef & Grill, Regatta Pointe Marina, Workforce Business Services (WBS), US Foods, Courtyard Marriott Bradenton Riverfront, Anna Maria Oyster Bar, Bradenton Herald, SRQ Media, 10 News WTSP, Q105.9 FM, 99.5 QYK, Spectrum.

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The Bradenton Area River Regatta is produced and managed by ISM/USA—a sports event management and marketing firm with offices in Pittsburgh, PA and Lakewood Ranch, FL.

About the Bradenton Area Convention & Visitors Bureau:

The Bradenton, Anna Maria Island and Longboat Key area is located on Florida's West Coast between St. Petersburg and Sarasota. It is bordered on the north by Tampa Bay, and to the west by the Gulf of Mexico. Easy to get to, but off the beaten path, filled with "Old Florida" ambience brimming with opportunities to experience Florida at its most real and authentic, the Bradenton/Anna Maria Island/Longboat Key area is a part of the state worth discovering and exploring again and again. For more information, please visit www.bradentongulfislands.com.

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