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USF'S Herd of Thunder Ceremonial Band One of Several New Acts to Appear At 2019 Bradenton Area River Regatta

BRADENTON, Fla.—The award-winning USF Heard of Thunder “HOT” Ceremonial Band will make a debut appearance at the fifth annual Bradenton Area River Regatta, Saturday, Feb. 9.

This high-energy concert ensemble will perform three sets beginning at 1 p.m. at the foot of the Green Bridge near the Bradenton Riverwalk. It is only one of many FREE activities that will be featured all day on and along the shores of the Manatee River in Bradenton and Palmetto.

The 30-piece band is a scaled-down version of the 330-member HOT Marching Band which performs at USF events, all USF home football games and other community events.

“Our ensemble is privileged to support area community events like the Bradenton Area River Regatta,” said Bryan T. Braue, USF Assistant Director of Bands. “We are honored to perform at the Regatta for the first time.”

The day’s events conclude with a dazzling pyrotechnic extravaganza produced by the first family of fireworks, Zambelli International, beginning at approximately 6:45 p.m.

Full details, schedule and additional information are available at: bradentonarearegatta.com. Follow all the fun and activities on Facebook: www.facebook.com/RiverwalkRegatta.

The 2019 Bradenton Area River Regatta is sponsored by Manatee Memorial Hospital, Firkins Automotive, Lake Erie College of Osteopathic Medicine (LECOM), RTI Insurance Services, Bradenton, Anna Maria Island and Longboat Key, Pittsburgh Pirates/Bradenton Marauders, Sarasota-Bradenton International Airport, Heli Aviation, University of South Florida, Courtyard Marriott-Bradenton, Pier 22, Riverhouse Reef & Grill, Regatta Pointe Marina, Grove, Workforce Business Services (WBS), Bealls, Bridgely Key, Grimes Goebel Attorneys at Law, Sysco, Bradenton Herald, SRQ Media, 10 News WTSP, Ticket Sarasota and 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.

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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.bradentonqulfislands.com.

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