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The Sights Always Spectacular...Now Fans Can Enjoy the Sounds of the Sixth Annual Bradenton Area River Regatta

BRADENTON, Fla.—Not only will fans enjoy the dramatic sights and front-row views along the shores of the Manatee River for the sixth annual Bradenton Area River Regatta, Saturday, Feb. 8, this year they will be able to experience the thunderous sounds and the turn-by-turn broadcasting of the powerful F-2 and Jersey Speed Skiff racing and much more.

There will be 5,000 free ear-clip headsets issued on a first-come, first-serve basis for fans to follow all the racing action, music and other sounds of the Regatta throughout the day. The headsets can be picked up at the base of the Green Bridge on both the Bradenton and Palmetto sides, and spectators are urged to be courteous and leave the headsets behind for other fans to enjoy when finished.

Regatta organizer, ISM/USA, has partnered with LA Live Sports Radio, which does PGA tournaments and is doing Super Bowl LIV in Miami, to provide the headsets. WSRQ Radio, who is sponsoring the feature, will broadcast the Regatta on 106.9 FM and will not only provide the racing broadcast but will also be playing commercial-free music directly from WSRQ during non-race and non-interview times. Spectators will also be able to listen to the synchronized soundtrack of the fireworks through these headsets.

NASCAR has been using a similar program successfully for years, but the difference is NASCAR rents the headsets and at the regatta, they will be free.

“The visuals for the racing have always been spectacular, but it has been a challenge to provide the sound elements to the race, even though it has improved over the years,” said Mike Fetchko, president of ISM/USA. “Knowing LA Live was in the geographic area for the Super Bowl, we reached out to them, and after their engineering team visited Bradenton, they loved it and are all in.”

Kicking off the festivities is the De Soto Little Anglers Fishing Derby (at Palmetto Fishing Pier). Other events for the all-day River Regatta, presented by LECOM, begin at 10, and conclude with a spectacular fireworks display by the first-family of pyrotechnics, Zambelli International.

—more—

add one...sights and sounds of sixth annual river regatta

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

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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.bradentongulflislands.com.

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