



Audubon Aquarium  
of the Americas  
*A Facility of Audubon Nature Institute*

FOR IMMEDIATE RELEASE  
September 18, 2017

**Party for a Good Cause at Scales & Ales**  
**A Celebration to Sustain Our Wildlife and Our Way Of Life**

(New Orleans, La.) – Make plans now to be at [Audubon Aquarium of the Americas](#) on Friday, September 29 for the 8th annual [Scales & Ales](#). The event kicks off National Seafood Month and highlights the importance of sustainable seafood and the work of [Audubon's G.U.L.F. program](#).

Partygoers will enjoy brews from [Abita](#), wine, specialty cocktails, and delicious cuisine from more than 50 local restaurants and bars while experiencing the exceptional sights and sounds of the Aquarium after dark.

**Abita will launch their new beer *30/90* and its crisp, refreshing brew *The Boot*, will be paired with signature sustainable seafood dishes in the Sustainability Street area, new this year to the event!**

Proceeds from Scales & Ales support Aquarium education and conservation programs like G.U.L.F. that empower the community through interactive learning. Since 2010, Scales & Ales has raised more than \$1 million for the Aquarium's education and conservation programs. Established in 2012, G.U.L.F. works with the seafood supply chain, from harvesters to retailers, fishery management agencies, chefs and consumers to ensure that fisheries in our region thrive for the benefit of future generations.

"Continued support of events like Scales & Ales, makes a meaningful difference in the future of conservation programs that sustain our region's wildlife and our way of life," said Audubon Nature Institute President and CEO Ron Forman. "Through G.U.L.F., Audubon is ensuring that local fisheries thrive for future generations and that seafood remains a vibrant part of our local culture and economy."

**Restaurant Guide:**  
[View Scales & Ales Food Map](#)

- more -

**Entertainment:**

- The Molly Ringwalds are "The World's Greatest 80's Experience." Hailing from Sheffield, England, this legendary quintet has been able to combine their individual and very formidable talents to create the true essence of the most radical decade to ever be called "The 80's."
- DJ Brice Nice is a radio and club DJ, music historian, and vinyl junkie. He hosts the Block Party radio show on WWOZ New Orleans and has rocked parties in just about every venue in New Orleans, from House Of Blues to regular gigs at The Saint.
- Guests can also enjoy a GoGo Booth, The Sirens of New Orleans, a temporary Tattoo Station, VR Arcade, and NOLA YLC Recycles.

Scales & Ales is an adult-only event on Friday, September 29 from 8 p.m. - 11 p.m. with a Sponsor/Patron Party that begins at 7 p.m. Tickets are \$65 for members and \$75 for non-members. Patron tickets are \$125 per person. Sponsor packages start at \$1,000. All food and drinks are included in ticket price. Please call (504) 861-5107 for more information.

Guests must be 21 to purchase a ticket. No children or babies allowed. Please purchase tickets in advance, as this is a sell-out event. This is a rain or shine event.

To prepare for the event, the last showing at Entergy Giant Screen Theater will be at 1 p.m. and Audubon Aquarium will close at 2 p.m. on September 29.

[Tickets and are limited! Click here for more information and to purchase tickets.](#)

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