



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

**FOR IMMEDIATE RELEASE**  
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## **Tickets Now on Sale for a JAWSOME Night at Scales & Ales**

(New Orleans, La.) – Tickets are now on sale for the 10<sup>th</sup> annual [Scales & Ales](#) celebration on Friday, October 4, at Audubon Aquarium of the Americas. The 2019 event celebrates one of the most mysterious creatures of the deep: sharks!

Partygoers will enjoy beer from local craft breweries, wine, specialty cocktails, delicious cuisine from 50 local restaurants and bars, and live music in this adults-only fundraising bash.

Chaired by Chriss Knight Nichols and Lon Nichols, Scales & Ales 2019 will treat guests to a magical night under the stars on the Mississippi Riverfront, surrounded by the Aquarium's breathtaking exhibits. The event's theme will inspire in guests an appreciation for sharks: an often-misunderstood, but essential species. Sharks may be one of the greatest predators to ever live, but they have more to fear from humans than humans do from them, and Scales & Ales is a perfect opportunity to educate the community on why they should love sharks!

Your support of Scales & Ales is an investment in critical conservation efforts that inspire millions of people each year to make a difference for wildlife. For the last decade, Scales & Ales has raised more than \$1 million for the Aquarium.

Scales & Ales is an adult-only event on Friday, October 4, from 8 p.m. – 11 p.m. Sponsors and Patrons enjoy early admittance at 7 p.m. with access to the VIP Lounge aboard the [Steamboat NATCHEZ](#) throughout the event. Early-bird tickets are \$50 for Audubon Members and \$60 for non-Members through August 15 at 10 p.m. After August 15, tickets are \$65 for Audubon 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 the ticket price.

Admission is limited and purchasing tickets in advance is recommended, because Scales & Ales may sell out. Tickets can be purchased online [here](#). For more information on sponsor packages, click [here](#). Please call (504) 212-5484 for additional information.

Following the 2019 shark theme, the Aquarium's new Shark and Ray Touchpool will open Fall 2019, giving visitors an up-close opportunity to learn about the importance of sharks to the ocean environment. This new exhibit encourages an appreciation for this species by highlighting sharks' considerable contributions to the health of our planet.

The new pool will measure approximately 60 feet long by 16 feet wide at its widest point, narrowing to about nine feet in the middle. The gallery will be between the Aquarium's penguin and sea otter exhibits across from the seahorse display. Guests will have the opportunity to interact with small sharks and rays under the watchful eyes of the Aquarium's animal care and education staff.

“As apex predators, sharks serve a vital function for maintaining ecosystem balances across the globe,” said Audubon Nature Institute President and CEO Ron Forman. “Around 100 million sharks are killed each year worldwide, and your support of Scales & Ales is an investment in critical conservation programs that inspire millions of people to better understand and save these vital creatures.”

As the Going Green Sponsor for this event, Cox Communications’ support will provide partygoers with reusable cups, cup rinse stations, recycling bins, and the opportunity to learn more about Going Green initiatives from volunteers.

The entertainment lineup for this year’s Scales & Ales includes:

- Flow Tribe on the Aquarium plaza main stage. Few bands arouse a crowd into a collective shake like Flow Tribe. The six-member band’s onstage chemistry reflects a seamless combination of soul and movement that hits the audience within the first few notes. Second line brass and Cuban-Caribbean rhythms meld with R&B, soul, rock, and hip-hop beats in high-energy performances that turn every show into a celebration.
- WWOZ’s DJ Brice Nice inside the Aquarium lobby. A radio and club DJ, music historian, and vinyl junkie, DJ Brice Nice hosts the Block Party radio show on WWOZ New Orleans and has rocked parties in venues across New Orleans, from House of Blues to The Saint.
- The Electric Yat String Quartet will play for guests VIP guests aboard the Steamboat NATCHEZ. Featuring some of New Orleans’ finest string musicians, the Electric Yat String Quartet is a dynamic ensemble that combines classical strings with modern rock/pop and jazz.
- Elektra Glitter Eko Glitter Bar, Reflective Moments Photomirror, Paperdoll Promotions, Magic Memories, The Sirens of New Orleans, and more.

To prepare for Scales & Ales on Friday, October 4, the last showing at Entergy Giant Screen Theater will be at 1 p.m. and the Aquarium will close at 2 p.m. that afternoon. The Aquarium will be open during Scales & Ales and guests can stop by the sea otter and penguin exhibits before their bedtime at 8:30 p.m.

Guests must be 21 to purchase a ticket. No children or babies allowed. The dress code is dressy casual. The party will go on rain or shine. Should you be unable to attend the event, please consider your ticket purchase a donation; there will be no refunds.

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