



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

**FOR IMMEDIATE RELEASE**  
**SEPTEMBER 16, 2019**

## **Scales & Ales: A FINTastic Party for a Good Cause**

Friday, October 4, at Audubon Aquarium of the Americas

(New Orleans, La.) – It's time to get your tickets for the 10<sup>th</sup> annual Scales & Ales fundraiser on Friday, October 4, at Audubon Aquarium of the Americas, where partygoers can support sharks – one of the most mysterious creatures of the deep – while enjoying a memorable evening of food, drink, and live entertainment.

Guests will enjoy beer from local breweries, wine, specialty cocktails and delicious cuisine from 50 local restaurants and bars as well as the enchanting sights and sounds of the Aquarium on the New Orleans riverfront after dark.

Scales & Ales is an adult-only event on Friday, October 4, 8 –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.

Scales & Ales is a sell-out event and admission is limited, so purchasing tickets in advance is recommended. Tickets can be purchased online [here](#). For more information on Sponsor packages, click [here](#). Please call (504) 861-5107 for additional information.

This year's event theme will inspire 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 for the community to learn why they should love sharks.

"Support of Scales & Ales is an investment in critical conservation efforts that inspire millions of people each year to make a difference for wildlife," said Audubon Nature Institute President and CEO Ron Forman. "For many years, Scales & Ales has raised more than \$1 million for the Aquarium."

Cox Communications is the Going Green Sponsor for this event – their 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 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, Porter Lyons jewelry pull, 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. 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 one under 21 will be admitted. 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 contribution to Audubon's mission; there will be no refunds.

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