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\*\*\* PRESS RELEASE \*\*\*

**GET MORE BOOTY!**

**NEW BUSINESSES ADDED TO THE WHARF'S SUCCESSFUL BARS & ATTRACTIONS TREASURE HUNT**

*Year-Round Fisherman's Wharf Activity Showcases Nightlife*

**San Francisco, CA** – Ahoy mateys! Discover the best of San Francisco along the historic waterfront at Fisherman's Wharf. Select bars, restaurants, hotels, wine tasting rooms, and attractions are participating in a campaign to welcome visitors and locals alike. While there are no restrictions on what time the stamps can be collected, we encourage people to come after 7 p.m. to "skip the crowds."

Patrons participate in this adventure by collecting stamps for their treasure map passport at each location. Treasure maps are available at participating bars and attractions, and throughout 250 locations across the city. Stops can be visited in any order and this activity can be done any day of the week throughout 2019. A custom gold aluminum pub glass will be given as out as 'pirate's booty' upon receiving 10 stamps.

The 24 participating Fisherman's Wharf bars and attractions, spanning from PIER 39 to Ghirardelli Square, include:

**Bars:**

- Altalena Vinoteca
- Beer 39
- Bistro Boudin
- Blue Mermaid
- Castagnola's
- Fire & Brew
- Gold Dust Lounge
- Hard Rock Cafe
- Lefty's Ballpark Buffet
- Luau Lounge
- Pescatore
- Players Sports Grill & Arcade

- San Francisco Brewing Co.
- The Cheese School of San Francisco
- The Pub at Ghirardelli Square
- The Roc
- Wines of California – Wine Bar

Attractions:

- 7D Experience
- Aquarium of the Bay
- Madame Tussauds
- The San Francisco Dungeon
- Subpar Mini Golf
- USS Pampanito

“Fisherman’s Wharf is home to world-famous attractions that receive millions of visitors per year domestically and internationally”, says Randall Scott, executive director of the Fisherman’s Wharf Community Benefit District. Having fun is in our DNA at The Wharf. We are the go-to neighborhood for unique experiences and hospitality and are ready to serve up some quirky entertainment to San Franciscans and visitors at night,”

Who’s up for a bar crawl? All 24 stops are within a 15-minute pedestrian friendly stroll. Sample beer flight brewed on site at San Francisco Brewing Co. Get in touch with your wine-loving self at Wines of California Wine Bar or Altalena Vinoteca. Take a virtual flight through San Francisco’s iconic landmarks on The Flyer or take a selfie with your favorite celebs at Madame Tussauds. End the night with a cocktail and dancing with friends at The Roc, followed by late night eats at SF’s only In-N-Out Burger. The Wharf has something for everyone.

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*The Treasure Map is free and the activity is also free. There is no purchase necessary to partake in or complete the Treasure Hunt activity. Treasure prizes are only available while supplies last. Some participating bars are 21 and over with valid ID.*

[WharfTreasureHunt.com](http://WharfTreasureHunt.com) #WharfTreasureHunt

**ABOUT THE FISHERMAN’S WHARF COMMUNITY BENEFIT DISTRICT:**

The Fisherman’s Wharf Community Benefit District ([FWCBD.com](http://FWCBD.com)), a nonprofit organization, was founded in November of 2005 by the business and property owners of the San Francisco neighborhood. The district is funded through an annual assessment for 15 years from the property owners. The purpose of the Fisherman’s Wharf Community Benefit District is to preserve and enhance its vast San Francisco waterfront landscape and multi-cultural heritage while integrating modern efficiencies to enrich the experience of visitors from both near and far. [VisitFishermansWharf.com](http://VisitFishermansWharf.com)