



FOR IMMEDIATE RELEASE
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RED AND WHITE FLEET CRUISES INTO THE FALL WITH NEW SEASON PASS

(San Francisco, CA) --- The Red and White Fleet just “christened” its fleet of four boats with a new, value-added Season Pass, which is now available online, by phone, or directly at the Pier 43½ ticket office.

For those that enjoy relaxing on the bay and soaking up all the views, or simply look for a great gift option with the approaching holidays, the Season Pass provides unlimited tours aboard Red and White Fleet’s one-hour Golden Gate Bay Cruise for an entire year. As an introductory offer, those that purchase the Season Pass before the end of 2009 will enjoy the benefits from the date of purchase through December 31, 2010. Priced at only \$50 for adults and \$30 for youth (ages 5-17), the entire package of benefits includes the following:

- Unlimited rides aboard the Golden Gate Bay Cruise through 12/31/10
- \$10 off adult California Sunset Cruise and SF Explorer Cruise tickets
- \$6 off youth California Sunset Cruise and SF Explorer Cruise tickets
- 20% discount on snacks and beverages purchased during cruises (does not apply to snack bar service on private sailings or vending machine purchases)
- 20% discount on Red and White Fleet merchandise
- \$4 off Golden Gate Bay Cruise companion tickets

Season Pass Information - Season Passes are non-transferable. A valid photo ID is required to board vessel. Any Season Passes purchased in 2009 will be valid through December 31, 2010.

Redemption Procedure - The Season Pass may be redeemed directly at Red and White Fleet’s ticket booth at Pier 43½, Fisherman’s Wharf, located on the intersection of Taylor Street and Embarcadero. To take the cruise, please arrive about 20 minutes prior to your preferred cruise time and be sure to bring your activated Season Pass and valid Photo ID.

For bookings and additional information, visit www.redandwhite.com or call (415) 673-2900.

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Since it’s origin during the Golden Gate International Exposition of 1939, millions of locals and visitors alike have enjoyed a journey aboard Red and White Fleet’s Golden Gate Bay Cruise, where tours lead passengers past San Francisco’s biggest landmarks, including under the Golden Gate Bridge and around Alcatraz. Ideal for entertaining guests from near and far, features of the tour include: Red and White Fleet’s exclusive headphone audio, available in 12 languages; up close views of marine wildlife (seagulls, pelicans, sea lions and even dolphins). A cash bar with drinks, snacks and merchandise is available.

8-14 DAILY DEPARTURES FROM PIER 43 ½, STARTING AT 10AM