



**TORTUGA MUSIC FESTIVAL
REMOVES HUNDREDS OF POUNDS OF DEBRIS
FROM POMPANO BEACH OCEANFRONT**

**TWO MORE CLEAN-UPS SCHEDULED
IN ADVANCE OF FESTIVAL**

**FEBRUARY 25 – FT. LAUDERDALE BEACH
MARCH 25 – JUPITER
VOLUNTEERS NEEDED**

**KENNY CHESNEY
LUKE BRYAN AND CHRIS STAPLETON
TO HEADLINE 2017'S THREE-DAY FESTIVAL
APRIL 7, 8, and 9**

TICKETS ON SALE NOW – CHEERS TO 5 YEARS Y'ALL!

Fort Lauderdale, FL – February 13, 2017 – After the success of their first Beach Clean-Up event, HUKA Entertainment partnering with Tito's Handmade Vodka are scheduling two more environmental beach clean-up parties prior to the Fifth Annual Tortuga Music Festival. They will be Saturday, February 25 in Ft. Lauderdale (just adjacent to the Festival site); and Saturday, March 25 in Jupiter. At their first clean-up in Pompano Beach more than 200 pounds of garbage was collected. We encourage all our fans and their friends to come out and volunteer to make an impact on this environmental effort. Volunteers can sign-up at: <http://www.tortugamusicfestival.com/beach-cleanups/>.

“Tortuga Music Festival is fortunate to have the beauty of Ft Lauderdale beach as our backdrop — we care deeply not just for our stretch of sand, but for beaches everywhere,” said Evan Harrison, CEO for HUKA Entertainment. “Beach clean ups are one of our many calls to action to ensure that we enjoy and never abuse our beaches--. We encourage all to join us.”

Saturday, February 25 – Ft. Lauderdale (10AM – 2PM) – Meet at Beachside of A1A and Las Olas.

Saturday, March 25 – Jupiter (10AM – 2PM) - Meet at Ocean Cay Park (Pavilions), 2188 Marcinski Rd,

Again Volunteers can sign-up at: <http://www.tortugamusicfestival.com/beach-cleanups/>.

Country superstars **Kenny Chesney, Luke Bryan** and **Chris Stapleton** are headlining this year's Rock The Ocean's Tortuga Music Festival, highlighting what is the best line-up yet to celebrate its Fifth Year. Last year tens of thousands of fans enjoyed the endless sun, songs, sand and surf as last year's festival, this one-of-a-kind music at the beach event, added a third day to accommodate an even bigger lineup of some of music's hottest talent. The 2017 Tortuga Music Festival will take place Friday, April 7, Saturday, April 8 and Sunday, April 9, 2017 on the sands of Fort Lauderdale Beach Park in Fort Lauderdale, FL.

Tortuga Music Festival, produced and promoted by HUKA Entertainment, features multiple stages with unparalleled VIP amenities for viewing some of the hottest and most unique artists in country, rock and roots music. Last year's festival drew a record-breaking attendance of more than 90,000 music fans from all over the world. The event serves to celebrate HUKA's destination location theme with the festival's ocean-side setting while still raising awareness of issues impacting the world's oceans and supporting marine research and conservation, as well as protection of the festival's namesake – sea turtles that nest annually along South Florida's Atlantic seaboard. To this date more than \$300,000 has been raised to support these efforts.

The onsite Conservation Village, which will again be curated by Rock The Ocean, will play host to organizations dedicated to marine research and conservation, and will provide interactive, educational experiences for festival patrons.

Additionally, festivalgoers will again be encouraged to collect waste at the event site to minimize the festival's impact on the environment, as in previous years, when fans were rewarded for their efforts with various premiums given in exchange for collected trash.

For additional information, and to sign up to be the first to receive updates, including lineup announcements, ticket on sales, special offers and more, visit Tortuga Music Festival on the following platforms:

Web: TortugaMusicFestival.com

Twitter: [@FestivalTortuga](https://twitter.com/FestivalTortuga) #TortugaFest #CheersTo5YearsYall

Instagram: [@TortugaMusicFestival](https://www.instagram.com/TortugaMusicFestival) #TortugaFest #CheersTo5YearsYall

Snapchat: @TortugaFest

FB: [Facebook.com/TortugaMusicFestival](https://www.facebook.com/TortugaMusicFestival)

Media can apply for credentials by visiting <http://www.tortugamusicfestival.com/press/>

Florida/ SE Regional Media Contact:

Woody Graber | WG&A | 305.606.2979 | woodygraber@hotmail.com

National Media Contacts:

Rebecca Shapiro | Shore Fire Media | 718.522.7171 | rshapiro@shorefire.com
Jaclyn Carter | Shore Fire Media | 615.280.5330 | jcarter@shorefire.com

About Huka Entertainment:

Huka Entertainment is a leading creator and producer of large scale destination-location music festivals, including the Pemberton Music Festival situated on 300 pristine acres at the base of Mt. Currie in British Columbia, and the Tortuga Music Festival on the white sandy beaches of Fort Lauderdale, FL. Best known for creating groundbreaking fan, VIP and artist experiences, the company was the creative force and producer of the award-winning Hangout Music Festival in Gulf Shores, AL. Based in New Orleans with deep roots in Gulf Coast culture, the fully independent Huka Entertainment also co-produces the Buku Music + Art Project in New Orleans located on the banks of the Mississippi river, and has a growing touring division which promotes hundreds of concerts across North America annually. More info @ huka.com.

About Rock The Ocean:

The Rock The Ocean Foundation is dedicated to supporting scientific research, education and increasing public awareness about the issues impacting the world's oceans. RTO teams up with high profile musical artists and entertainers, who will perform and participate in events that educate the public on marine conservation. RTO, founder Chris Stacey is an avid ocean lover, diver and 20 year music industry veteran. Tortuga Music Festival will bring to life his vision, uniting the best and brightest in music, working to raise awareness about the issues currently impacting our oceans and their delicate ecosystems. www.rocktheocean.com. **Rock The Ocean Foundation Contact:** Chris Stacey , 615.498.7548, css@rocktheoceanfest.com.