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FOR IMMEDIATE RELEASE

Ventura Harbor Village Pays Homage to the Mermaid With A Month-Long Seaside Celebration

VENTURA, Calif. -- Mermaids have returned for their second year seaside at Ventura Harbor Village in March. From nautical finds to coastal décor, fashion and artwork inspired by the sea, Ventura Harbor Village pays homage to the mermaid in all of us during its Mermaid Madness celebration set for March 2017. Below are the highlights of what is on tap:

- Kicking off Mermaid Madness month on March 1st, Ventura Harbor Village encourages visitors to use the hashtag #mermaidsbythesea, take a photo of themselves or a loved one dressed as a mermaid. Some ideas include building a mermaid tail out of sand on the beach, creating a mermaid costume, or dressing up as your favorite mermaid character. Visitors can be as creative as they wish, and can post their photos on Instagram and Facebook using the featured hashtag for a chance to win a giveaway basket of mermaid merchandise valued at over \$100. The first 100 entries will receive a free carousel ride, with the winner having the most liked picture. Giveaway entries will be accepted until March 15th 2017.
- A colorful and festive people's parade culminates the celebration of month-long festivities, on Saturday, March 25th at 1 p.m., complete with steel drums and mermaid inspired crafts with Macaroni Kid. Meet at Andria's seafood market and lawn area. Parade will go throughout Ventura Harbor Village and end near the mermaid gallery.
- Mermaid Meet & Greet Saturdays, March 11th, 18th, 25th from 1-4 p.m. are complimented with special sales, classes and culinary delights through the month. Check VenturaHarborVillage.com to check location details. On the 11th, Mermaid Chantel from the Disney Movie 'The Thirteenth Year' will be in Ventura Harbor Village doing meet and greets. The 18th is featuring mermaid look alike Ariel complete with fork and blazing red hair. Others are mermaids of the sea.
- Come early, dine, and shop and see Randal Williams Chalk artist create beautiful mermaid artwork on March 11th.
- Creative Mermaid Crafts are in Ventura Harbor Village March 11th, March 18th, and March 25th. March 11th features hanging whimsical mermaid and merman sea creatures. On March 18th, up cycled materials to create colorful jellyfish over 3 feet long. On the 25th creating miniature

mermaid and merman and colorful fish is the craft. (All these crafts are available while supplies last).

March features classes and art activities, as well, including:

- Mermaid Gallery & Studio Mermaid Painting or Drawing Demo every Tuesday and Wednesday in March from Noon-5p.m. and kids' crafts.
- Friday, March 17th, 6-8 p.m. attend a Mermaid Paint Party at The Greek Mediterranean Steak & Seafood hosted by The December Store and More (Reservations and fee apply).
- Celebrate the Grand Opening of The Ultimate Escape Rooms by booking a game with the online booking code Mermaid17. Valid Monday-Thursday, be challenged with solving complex puzzles to escape!
- Visitors will be delighted with free gifts with purchase, bubbles, and the scenic beauty of the Ventura Harbor Village in March.

Clean International is hosting the event "Walking for Water" on March 18th. Representing the people that have to walk for water in Honduras, the event starts at Harbor Cove beach at 9am. After, enjoy making sand mermaids on the beach and stop by the Village for a mermaid inspired lunch. For a sweet treat taste the Sea Salt Turtle Sundae or Mystical Mermaid Dole Whip at Coastal Cone Ice Cream this March, or buy one get one free carousel ride at Village Carousel Monday through Friday. Beautiful jewelry, coastal finds for kids and adults are found throughout the locally owned boutiques and galleries at Ventura Harbor Village. Famous fish and chips and hand crafted clam chowder seaside at a variety of Ventura Harbor Village waterfront restaurants.

Ventura Harbor Village beautification project is under way; all businesses are open during the month of March. Visit VenturaHarborVillage.com for all listings of restaurants and seaside boutiques.

For a listing of full details and to learn more, visit <http://Venturaharborvillage.com>.

About Ventura Harbor Village:

Located on scenic Highway 101, Ventura Harbor Village is 30 minutes South of Santa Barbara and one hour North of Los Angeles. Ventura Harbor Village is a vibrant, working harbor village and fishing marina boasting 35 shops, galleries, restaurants and waterfront activities including a Village Carousel & Arcade, Comedy Club, Harbor Cove Beach and Surfer's Knoll Beach, dive and fishing boats, harbor tours, boat, kayak and peddle boat rentals, and a beautiful walking Promenade. The Village offers visitors an escape to a sun-kissed, seaside playground with transportation to and from the Harbor via the new Ventura-Downtown Harbor Trolley, annual special events, live weekend entertainment, dog-friendly facilities, soft adventure, and spectacular sunset views of the Pacific coastline. Home to the Channel Islands National Park Visitor Center, (open seven days a week with free admission and parking

and within walking distance to the Village), this coastal playground features its own viewing tower, exhibits and bookstore, it is easy for travelers to visit the five islands right off the Ventura coast. It is here that visitors can experience world-class island diving, snorkeling, hiking, kayaking, sea cave

exploration, photography, camping and wildlife viewing.

For visitor information, please visit VenturaHarborVillage.com, Ventura Harbor Village is located at 1583 Spinnaker Drive in Ventura.

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