

**MEDIA ADVISORY**

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**WHO?**

**The Riverfront Marketing Group**

**WHAT?**

★  
20th Annual  
*Go 4th on the River*  
*Dueling Barges Fireworks Extravaganza*  
*featuring*  
**Navy Band New Orleans**  
*presented by*  
**Chevron**  
Energy ★ Zito Companies ★ Versabar

**WHEN?**

★  
Sunday, July 4, 2010  
★

**WHERE?**

★  
Along the historic New Orleans Riverfront  
from Riverwalk to the French Market  
★

**WHY?**

★  
To celebrate our nation's independence,  
New Orleans-style!  
★

**HOW?**

★  
Visit [www.Go4thontheRiver.com](http://www.Go4thontheRiver.com)  
for event details, entertainment schedule,  
parking, and valuable coupons.  
★

**LAGNIAPPE!**

★  
**Be a "fan" of the 4th!!!**  
Pick up a 20th annual commemorative fan  
with a fireworks-enhancing film  
from any RMG member establishment.  
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