

BUSCH GARDENS TAMPA BAY/ADVENTURE ISLAND MEDIA ADMISSION POLICY

The news media admission policy for Busch Gardens Tampa Bay and Adventure Island enables working media to become familiar with the parks' various feature opportunities and, at the same time, enjoy an outing with family or friends.

Busch Gardens Tampa Bay will consider requests as a professional courtesy on a case-by-case basis based upon the relevancy of each applicant's news outlet and market. This courtesy is extended to active members of the news media only, not retired personnel. Busch Gardens Tampa Bay will consider requests for working news media in the following categories:

<u>Print Media</u>	<u>Broadcast Media</u>	<u>Radio Media</u>	<u>Internet (news/travel only)</u>
Publishers	Station Managers	On Air personalities	Managing Editors
Editors	Assignment Editors	News Directors	Editors
Writers	Producers (news/features)		Reporters
Reporters	News Directors		Writers
Photographers	Videographers		Photographers
	Reporters		
	anchors/hosts		

Upon approval, Busch Gardens Tampa Bay is pleased to extend the courtesy of two (2) complimentary tickets to either Busch Gardens Tampa Bay or Adventure Island.

- Freelancers who are members of the Society of American Travel Writers or have written confirmation of assignment are eligible for complimentary admission.
- Arrangements must be made through Busch Gardens Tampa Bay's Public Relations department. Requests must be made in writing on company letterhead, accompanied by a copy of a current business card. Requests should be faxed directly to Public Relations at (813) 987-5443.
- Advance notice of five (5) business days is required to process requests. For holidays observed on Mondays (Memorial Day, Labor Day, etc.), requests should be received by noon the previous Thursday.
- News media must present photo ID at the Guest Relations window to obtain tickets and admission.
- **QUALIFYING NEWS MEDIA MUST ACCOMPANY THEIR PARTY TO THE PARK.**

Please call the Public Relations department in advance to schedule interview and photo sessions at (813) 987-5090 to expedite coverage and confirm that appropriate park personnel are available on the day of the visit. Specific instructions regarding coverage will be provided at that time. Family members and friends will not be allowed to accompany media on assignment.