

**FOR IMMEDIATE RELEASE**

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**PURE FORT MYERS GRAND OPENING EVENT IN OCTOBER**

*Pure Naples Newest Attraction Opens at The Marina at Edison Ford*

**FORT MYERS, Fla. – August 18, 2014** – The grand opening event for Pure Fort Myers will be held on Saturday, October 4<sup>th</sup> from 9 a.m. to 5 p.m. at The Marina at Edison Ford. The day will be a fun-filled event for the entire family to celebrate Pure Florida’s newest location of family fun and thrills.

This daylong celebration will feature live music, tasty food, a visit with the Everblades team and cheerleaders, as well as a special appearance by Swampy, their mascot. Pinchers and the Edison & Ford Winter Estates will be offering specials on kids meals and tours as Pure Fort Myers river excursions will be running every hour throughout the day.

Guests are invited to take an excursion down the Caloosahatchee River on the M/V Edison Explorer with certified captains, naturalists and historians to learn about the rich history of the area and its eco and water system. The excursion gives passengers a panoramic view of the historic railway bridge, takes them up the river to see dolphins, manatees, birds and other abundant wildlife native to the area – all while experiencing the best sightseeing Fort Myers has to offer. Make a day of it and visit the Edison Ford Winter Estates, located next door, or stay for a freshly caught meal at Pinchers.

Private charters are also available and additional activities will be added in the near future including bike, boat and kayak rentals. For more information or to book your next adventure with Pure Fort Myers, please call (239) 263-4949 or visit [purenaples.com](http://purenaples.com).

**ABOUT PURE FORT MYERS**

Founded in 2009 by Captains Lance and Harry Julian, a father and son team, Pure Florida summarizes five generations of maritime connections. The company owns and operates the legendary vessels M/V Double Sunshine and M/V Edison Explorer for sightseeing, dolphin watching and sunset cruises. They also include in their fleet, the M/V Lady Brett, M/V KUDU and M/V KUDU II for private and head boat deep sea, calm bay, back bay and sunset fishing trips. They also offer Jet Ski rentals and tours and thrill rides via Jet Boat ODIN.

Pure Fort Myers is located at The Marina at Edison Ford in the historic Downtown River District at 2360 West First Street in Fort Myers. For more information on booking your next cruise, fishing trip or water adventure, contact Pure Fort Myers at (888) 657-3601 or visit [purefortmyers.com](http://purefortmyers.com).