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## **Red and White Fleet Story Line Recommendations for Media**

**San Francisco Bay Tour Options (on-going and seasonal):** As the only San Francisco bay tour company to offer audio tours in 12 languages, Red and White Fleet features three ongoing, distinct cruise options, namely the Golden Gate Bay Cruise; California Sunset Cruise; and the new Bridge 2 Bridge Cruise. Additionally, the fleet offers seasonal cruises for Mother's Day, Fourth of July, San Francisco PRIDE and Fleet Week.

**Bridge 2 Bridge Cruise --- NEW TOUR:** Red and White Fleet just launched a brand new bay tour, the only one of its kind. Passengers will have the opportunity to cruise under both the Golden Gate Bridge and the Bay Bridge, each magnificent architectural wonders where the featured views are up close and personal. Includes headphone audio in 12 languages.

**City Lights Cruise --- NEW TOUR:** Another "only one of its kind," the City Lights Cruise is a casual two-hour tour (launched November 13) where passengers will enjoy views of the city's spectacular nightscape, live guitar entertainment, hearty appetizers and a hot or cold beverage from the bar. Nestled into the warm and cozy atmosphere of Red and White Fleet's historic ferry boats, passengers will pass along the dramatically lit skyline of San Francisco.

**April 2011: Bollywood Sunset Cruise --- NEW TOUR:** This Indian-inspired cruise is a variation of the popular California Sunset cruise, featuring Indian catering and music.

**Sailing Past San Francisco's Historic Landmarks (Photo Tour Of San Francisco):** While cruising on any one of Red and White Fleet's three primary cruises (named above), passengers will enjoy the best panoramic views and photo opportunities that include, but are not limited to, the following: San Francisco city skyline; Golden Gate

Bridge; Bay Bridge; Alcatraz; Sausalito; Fort Mason; Angel Island; Treasure Island; Bay Bridge; AT&T Park; Fisherman's Wharf; Aquatic Park; and Coit Tower.

**Theme Events and Private Parties:** Although Red and White Fleet can customize any private charter, the standard cruise line up already features such thematic parties as Jazz it up; Vegas Comes to You; California Sunsets; City Lights Tour; and Weddings.

**Audio Tour in 12 Languages:** Red and White Fleet is San Francisco's only bay tour operator to offer multilingual bay cruises. Twelve languages are available: English, French, German, Spanish, Russian, Portuguese, Italian, Japanese, Korean, Mandarin, Thai and Hindi.

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**Free Parking:** Even in San Francisco, it's possible to land on "Free Parking." Red and White Fleet validates one hour of free parking for guests at the time of cruise departure. Valid at the triangle lot only in front of Pier 43½ and behind Boudin Bakery, anytime between 10:00 a.m. and Midnight.

**Red and White Fleet's Place In San Francisco History:** Red and White Fleet is the original San Francisco bay tour company, started by local business icon, Thomas Crowley in 1892. The first vessel to transport passengers around the bay was a Whitehall rowboat (18-20 feet long). The company has gone on to serve millions of passengers over the last 118 years. (Editor's Note: Historical timeline of Red and White Fleet's history, alongside San Francisco's biggest landmarks in time, also available with photos)

**San Francisco's Historical Family-Owned Landmarks:** Red and White Fleet is one of the last local, family-owned hospitality icons. The original San Francisco bay tour company is in great company with such landmarks as: The Wax Museum; Scoma's Restaurant; Musee Mechanique (mechanical museum); and Alioto's.

**Building Toward The Future (Fisherman's Wharf):** The goal of the Pier 43½ and promenade development project is to improve the public realm by removing most of Pier 43½, repairing and reconstructing the shoreline and existing seawall, constructing a pedestrian promenade, making sidewalk improvements and installing several small commercial enterprises (vendor carts and some outdoor dining).

**Protecting The Environment:** Red and White Fleet has earned great accolades for its conservation efforts, including the State of California's WRAP award for 11+ years. The company's business practices support the protection of marine life and conservation of natural resources and shoreline. Some initiatives include use of marine diesels; beta testing use of alternative fuel products; and working with several local and state-wide agencies to implement new fuel sources for Bay Area vessels.

**Corporate Culture:** This family-owned business is unique in the Bay Area's bay tour industry because the employees really matter. They are encouraged to take ownership for their individual roles and they feel valued. Above and beyond, the "crew's" sense of value transcends financial goals. Additionally, Red and White Fleet's objectives to cultivate community, preservation of local history and incorporate environmental

sustainability are all important factors in the commitment the company has with its entire staff.

**Check Out Red and White Fleet's "Crew" Insider Secrets of San Francisco:**

<http://redandwhitesf.wordpress.com/we-recommend/>

**Inland Boatman's Union (IBU):** Red and White Fleet employees are members of the IBU and the company is supportive of the union's objectives and initiatives.

*Since its origin during the Golden Gate International Exposition of 1939, millions of locals and visitors alike have enjoyed a journey aboard Red and White Fleet's Golden Gate Bay Cruise, where tours lead passengers past San Francisco's biggest landmarks, including under the Golden Gate Bridge and around Alcatraz. Ideal for entertaining guests from near and far, features of the tour include: Red and White Fleet's exclusive headphone audio, available in 12 languages; up close views of marine wildlife (seagulls, pelicans, sea lions and even dolphins). A cash bar with drinks, snacks and merchandise is available. Starting every day\* at 10:00 a.m., Red And White Fleet has eight – fourteen daily departures from Pier 43½, which is located in the very heart of Fisherman's Wharf.*

**For bookings and additional information, visit [www.redandwhite.com](http://www.redandwhite.com) or call (415) 673-2900.**

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