



## ***TURTLE TRACKS PROGRAM***

**TURTLE TRACKS** is a public art project co-sponsored by the City of Gulf Shores, Gulf Coast Zoo, the Gulf Coast Arts Alliance, and the Coastal Alabama Chamber of Commerce. We are dedicated to the awareness and support of environmental conservation, sustainable tourism, and community arts and culture, while enhancing the quality of life along Coastal Alabama.

Turtles will be released each year for a period of five years, culminating in up to 25 turtles **"On Parade"** around our beautiful area for the enjoyment of our community and visitors. Each year, the new turtles will be added to the **Turtle Tracks** official map and website, [TurtleTracksGS.com](http://TurtleTracksGS.com), where **'turtle trackers'** can go to trail our sea-dwelling friends. They will learn and be educated about our Coastal environment and how **NOT** to leave harmful human 'tracks'.

## ***HOW TURTLES ARE BORN***

Sponsors who purchase a Turtle, pick their designs from the local Artists who have submitted designs or may get their own Artist to do one for them. Sponsors can then pick their parade location for display (first come, first served) from the available 10 sites. Turtles are part of the **Turtles On Parade** for one year, then taken to their permanent homes at the Sponsors location.

Turtles are 4 Ft. tall, made out of fiber glass and weatherproofed after the design is painted for maximum protection and a long life. They are manufactured in New Orleans by Kern Services, who design and make Mardi Gras Floats. Sponsor plaques are displayed with the Turtles while on parade and will go home with the Turtle at the end of their one year service.

## ***SPONSORING A TURTLE***

**TURTLE TRACKS** is offering local businesses, individuals and non-profit civic organizations the opportunity to be a sponsor by purchasing a turtle. Anyone can sponsor a turtle to display at their business or organization's designated location. The overall cost of a finished Turtle is \$6000. This cost covers manufacturing, design (local Artists get \$500 for their designs), promotions, advertising (Sponsors are promoted in all media and **Turtle Tracks maps**), and additional community programs.

**TURTLE TRACKS** is a non-profit organization and the purchase amount goes to manufacturing and maintaining the program year to year. Any funds left are distributed equally to the **Gulf Coast Zoo**, **Gulf Coast Arts Alliance**, and the **Coastal Alabama Chamber of Commerce**, for their ongoing cultural and environmental awareness programs in and around our community.

We are so excited to bring this public art program to you for consideration. It has been years in the making and we think that our community and the Sponsors will be benefitting from **TURTLE TRACKS** for many years to come. We hope our beautiful communities will be known, not only for our coastal area, but also for our beautiful ***"Turtles On Parade"***.

**Please call one of committee members below to get started on YOUR Turtle.**

**Thank you,**

Jessica Breland, Share the Beach (205)405-0380

Maria Bastin, GCAA (251)269-4445

Tommy Vogel, GCAA (251)948-2627