

CITY OF JACKSONVILLE, FLORIDA  
SESQUIQUADRICENTENNIAL

MAY FIRST  
1562 ♣ 2012

*450 years of french history in*

*Florida*

*Celebrate Jacksonville*  
**French Week**

Thursday, April 26 - Sunday, May 6

## Calling all restaurants & retailers!

On May 1, 2012, Jacksonville will commemorate our Sesquicentennial, the 450th commemoration of French Huguenot Captain Jean Ribault's arrival at the St. Johns River, which he named the River of May, and which we still reference today with the name "Mayport." We are encouraging restaurants and retailers throughout Jacksonville to join in the festivities by offering special promotions and dishes in honor of this very special occasion.

We welcome ideas from area merchants that will help promote these events, and hope to assist in highlighting restaurants that will mark this anniversary with special French-themed dining options - especially during Jacksonville French Week, from Thursday, April 26 through Sunday, May 6. We have also designed a logo which is available for use in promotional materials and are seeking to make a logo decal available for display at participating restaurants and retailers.

Visit Jacksonville will make a section of their website available for restaurants and retailers who wish to participate in this historic occasion: [www.visitjacksonville.com/450](http://www.visitjacksonville.com/450). You may also contact Katie Kurycki directly at [kkurycki@visitjacksonville.com](mailto:kkurycki@visitjacksonville.com) or call 904-421-9160 for more information.

Jacksonville Mayor Alvin Brown welcomes you to visit [www.Commemorate450.coj.net](http://www.Commemorate450.coj.net) to review the many commemorative activities taking place before, during and after May 1. The site also provides a listing of historical resources and links to information which will help inform and educate readers on our unique history. May 1 also ushers in VIVA FLORIDA 500, a multi-year statewide celebration of the beginning of European exploration of Florida.

**Bienvenue à Jacksonville!**