

the Eagle Has Landed

**Budweiser Claims Spring Break
South Padre Island, Texas March 12-19, 1983**

Anheuser-Busch, Inc.
Hi BUDDIES,

I'm Charlotte Kemp, Playboy's Miss December 1982 and Budweiser's Playmate and I just can't wait to spend Spring Break at South Padre Island with Budweiser and you.

The Anheuser Busch Eagle has landed and, as Captain in charge of Good Times, I'm staking claim to "FUN" this Spring Break on behalf of Budweiser and SEAFEST!*

Enjoy the surf, sand and sun of South Padre Island and the great taste of the King of Beers while you and I take in all the great activities sponsored in cooperation with SEAFEST. Get in line with me at the BUD WELCOME PICNIC for a taste treat from the "King of Chili," Bill Pfeiffer, who will be preparing his famous Budweiser Chili Recipe. Then we'll be off to rock on the beach with Mike Love of the BEACH BOYS and Dean Torrence of JAN AND DEAN when they jive with the ENDLESS SUMMER BEACH BAND at the fabulous and free SURF CITY U.S.A. CONCERT.

Catch a wave to the PAVILION for all the daytime sports activities and the free nightly dancing experience to live bands. Watch out for low flying frisbees rocketed by the famous BUD LIGHT FRISBEE TEAM who will also be performing its skills for us.

And, of course, we've got to take advantage of the great FREE BUDWEISER PREMIUMS at the SEAFEST CAN EXCHANGE. Turn your empty cans into something to help you remember vacation the rest of the year.

By the way, I've got a great BUDWEISER PLAYMATE POSTER especially for you to take home...just so you always remember the good times we had at Bud's Spring Break! See you there!

*SEAFEST is a division of the Port Isabel/
South Padre Island Chamber of Commerce.

For All You Do... This Spring Break's For You!

