

FOR IMMEDIATE RELEASE

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Enjoy Family Fun, Festive Decor, Special Offers, and a New Short Essay Contest, "Show Mom Some Love" at Old Fisherman's Wharf in Monterey

Monterey, CA – Bring your mother, grandmother, and the whole family to celebrate **Mother's Day on Old Fisherman's Wharf** on **Sunday, May 11, 2025**. Enjoy the scenic beauty of Monterey Bay while making unforgettable memories with the special women in your life.

Visitors will be greeted by **festive Mother's Day decorations** perfect for family photos and selfies, including a **free photo opportunity with a Giant Rose-Framed Backdrop**.

New This Year: "Show Mom Some Love" Short Essay Contest

Guests are invited to participate in the inaugural **Mother's Day Short Essay Contest, "Show Mom Some Love"**, celebrating heartfelt memories and tributes to mothers.

How to Enter:

- Write a short essay (200 words or less) sharing a favorite memory about your mom.
- One entry per person.
- Email your entry to brickman@brickmanmarketing.com with the subject line: *Wharf Mother's Day Essay Contest*.
- Winners will be announced by **May 17, 2025**, and the winning essay may be featured on the Wharf's social media channels.
- Full contest guidelines and judging criteria are available on the Mother's Day on the Wharf event page at MontereyWharf.com.

Prizes:

- 1st Place: \$100 in Wharf Dollars

- 2nd Place: \$50 in Wharf Dollars
- 3rd Place: \$25 in Wharf Dollars
- Wharf Dollars may be used at any merchant on Old Fisherman's Wharf.

Dining, Shopping & Gift Ideas

Many Wharf **restaurants will offer special Mother's Day lunch and dinner menus**, and **shops will feature seasonal sales and unique gift items** perfect for moms.

Indulge Mom's sweet tooth at the Wharf's three candy shops, offering **homemade chocolates, saltwater taffy, caramel apples**, and more.

Looking for a meaningful gift experience? Purchase **gift certificates for whale watching, fishing trips, sailing adventures**, or **glass bottom boat rides**, all operated by local businesses on the Wharf.

Shop Local, Celebrate Together

Thank you for supporting local merchants by celebrating this special day on Monterey's iconic Old Fisherman's Wharf.

About Old Fisherman's Wharf

Originally built in 1845 for passenger and freight service, **Old Fisherman's Wharf** is a historic and vibrant waterfront destination that attracts over **4 million visitors each year**. Known as the "**Monterey Bay Whale Watching Capital of the World**," the Wharf was prominently featured in Season One of HBO's *Big Little Lies* and offers a mix of history, culture, and seaside charm.

Visitors can enjoy:

- **11 restaurants** offering award-winning cuisine and stunning ocean views
- **3 candy shops, 1 ice cream store, 1 tea and coffee shop, and 8 gift shops**
- **4 whale watching companies, 2 fishing charter businesses, plus sailing and glass bottom boat cruises**
- **Specialty fish markets, and photo-worthy marine life encounters from otters to dolphins, and from whales to sea birds.**

Don't miss the opportunity to **dine, shop, explore, and make lasting memories** on Monterey's beloved waterfront.

For more information, visit www.montereywharf.com or call **(831) 238-0777**.