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By the Numbers: 5 Things Coney Island Brewery Wants You to Know about Coney Island USA's 36th Annual Mermaid Parade

Brooklyn, NY (May 2018) – It's time to dust off those seashell brassieres, bedazzled tails and shiny tridents. [Mermaid Parade](#) season is officially here. The annual event, hosted by **Coney Island USA**, will be taking over the streets of the tiny peninsula, on **June 16th, 2018** beginning at **1:00 PM**. The seaside spectacle, known as "the nation's largest art party," will draw thousands dressed in aquatic attire for the one day event. New this year, [Coney Island Brewery](#) is a proud partner, toasting the day with Mermaid Pilsner, the o-fish-al beer of the parade.

The Mermaid Parade has a legacy many leagues deeps. Here are some facts on the parade, by the numbers:

1. **36 YEARS:** Coney Island USA's Mermaid Parade celebrates its 36th birthday this year. Founded in 1983 by Dick Zigun of Coney Island USA, the Mermaid Parade had three goals: bring mythology to life for Coney Islanders who live on streets named Mermaid and Neptune; create self-esteem in a district that is often disregarded as 'entertainment;' and it let artistic New Yorkers find self-expression in public.
2. **800,000 SPECTATORS:** Expect to see (sea) creatures and costumes of all kinds in the crowd – including mer-people, sailors, pirates and their wenches, Neptunes and sharks! There's a contest for the best costume – and for mermaids and mermen in need of a glitter-refresh, **Coney Island Brewery** will have an aquatic make-up station set up on Surf Ave. A panel of judges will be on-site seeking best costume. For the uninitiated, locals know that bribes go a long way.



3. **72 KINGS AND QUEENS:** Each year, there is a King Merman and Queen Mermaid, who prevail over the spectacle. After the parade, Zigun will lead the King and Queen to the beach for the official crowning to signify the start of summer! For a full list of past royalty (including some famous faces), visit the [archive](#).

4. **17 FEET:** The length of the giant mermaid adorning the Coney Island Brewery float who will be joined this year by her merman. For more details on the parade route, visit [Coney Island USA](#).

5. **5 SPOTS TO SIP ON MERMAID PILSNER:** **Coney Island Brewery** will feature special hours for the big day, opening the beer garden at 11:00 AM. The brewery's flagship lager, Mermaid Pilsner – will be flowing all day alongside her fin man, Merman NY IPA, plus a full menu of additional offerings. The brewery isn't the only place where aquatic fans can imbibe, other neighborhood watering holes include [Tom's Coney Island](#), [Place to Beach](#), [Freak Bar at Coney Island USA](#) and [Nathan's Famous Hot Dogs](#).

“The unbridled eccentric energy of The Mermaid Parade simply can't be found anywhere else in the world.” Coney Island Brewery's General Manager, Devin O'Brien said. “Its entrepreneurial spirit, celebration of self-expression and devotion to one of our most historic neighborhoods, makes it the perfect embodiment of what makes New York City the greatest city on earth!

About Coney Island Brewing Company:

The mission of Coney Island Brewing is to brew craft beer that captures the spirit, flavor and romance that is Coney Island. The company's home brewery, located on Surf Avenue in Coney Island, is open seven days a week. For more information, visit us online at: www.coneyislandbeer.com, like us on [Facebook](#) and follow us on Twitter and Instagram [@coneyislandbeer](#). Coney Island Brewing Company is an A&S Brewing Collaborative brand, a subsidiary of the Boston Beer Company.

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