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**SAN FRANCISCO WATERFRONT LAUNCHES ONLINE  
PHOTO CHALLENGE WITH PRIZES AWARDED ONCE A WEEK**

(San Francisco, CA --- April 13, 2011) --- The San Francisco Waterfront Challenge, a new weekly “identify-the-photo” game, is giving prizes to waterfront-savvy locals and visitors of the city. The challenge, which starts on April 20<sup>th</sup>, will continue for six months.

Sponsored by Knuckles at the Wharf/Hyatt at Fisherman’s Wharf, the Red and White Fleet, and Eclipse at the Hyatt Regency San Francisco, the San Francisco Waterfront Challenge will award one prize each week. Prizes range from two free tickets for a Red and White Fleet Bay Cruise to free appetizers at the restaurants.

Here’s how it works:

- Each Wednesday at noon, a photo taken somewhere along San Francisco’s waterfront, from the Golden Gate Bridge to AT&T Park, will be posted online at [San Francisco Waterfront](http://bit.ly/challenge-sfwf) (<http://bit.ly/challenge-sfwf>). SF Waterfront Challenge rules are on the website.
- The first person who identifies the location where the photo was taken wins that week’s prize. Answers must be emailed to [challenge@sf-waterfront.com](mailto:challenge@sf-waterfront.com).

All photos used in the contest can be found in the 5-star rated [San Francisco Waterfront iPhone app](#), so that even people who have never set foot in the City by the Bay can participate.

Winners will be announced each week on the San Francisco Waterfront website.