

# MAKING FAMILY LIFE MORE FUN



## New Kids' Program Reels In More Families

(NAPSA)—The Aqua Agents have a mission that many parents may approve of—hook, line and sinker. The agents want to bring more kids and their parents to a place where they can eat and enjoy great seafood.

To accomplish this mission, Captain D's Seafood restaurant chain recently launched the Aqua Agents kids' club.

"Families have always been important to us because every customer that steps through our door is considered a part of our family," said Ron Walker, president and chief operating officer for Captain D's. "We already have great deals for kids and with the help of the Aqua Agents, we want to give parents and kids another reason to make us part of their family."

Another top priority for the Aqua Agents on their mission is to introduce kids to the Captain D's Birthday Club. In-store materials are designed to alert kids to the new birthday club at [www.captains.com](http://www.captains.com).

Kids who register for the club will get a gift on their birthday, a collectable Aqua Agent color-changing straw. Plus, members of the birthday club will also receive an e-mail coupon good for a free meal.

Each kids' meal comes with a special activity book, a set of crayons and a specially designed paper cup and bag.

"The activity book features



**Many consider it quite a catch—a seafood restaurant that offers extras for children.**

games and pictures to color that enhance the dining experience for kids and their parents," said Walker.

Captain D's Seafood has been described as offering a relaxed environment that embodies the fun and romance of dock-side seafood shacks. Each restaurant serves a Southern-style menu centered around the company's signature fried fish, which is hand cut, hand battered and made to order to ensure freshness. The restaurants also offer premium-quality baked and broiled fish, as well as shrimp, chicken and home-style side dishes and a succession of exciting new menu items, including "Coastal Classics" like shrimp scampi and fried catfish.

Headquartered in Nashville, Tenn., the company owns, operates and franchises more than 560 restaurants in 23 states.