



GREATER MIAMI AND THE BEACHES

Out & About in Miami



Media Relations eNewsletter

March 2016

MiamiandBeaches.com

Calendar of Events

World Golf Championships – Cadillac Championship

March 2-6

www.WorldGolfChampionships.com

Winter Party Festival

March 2-7

www.WinterParty.com

Miami International Film Festival

March 4-13

www.MiamiFilmFestival.com

Asian Culture Festival

March 5-6

www.FruitAndSpicePark.org

Bacardi Miami Sailing Week

March 6-12

www.MiamiSailingWeek.com

Flamenco Festival Miami

March 9-10

www.ArshtCenter.org

Veritage Miami

March 11

www.VeritageMiami.com

Fairchild's International Orchid Festival

March 11-13

www.FairchildGarden.org

Carnaval Miami

March 12-13

www.CarnavalMiami.com

Calle Ocho Festival

March 13

www.CarnavalMiami.com

MARCH IS THE MONTH TO SHOP TILL YOU DROP IN MIAMI - The Greater Miami Convention & Visitors Bureau (GMCVB) is proud to announce the fourth annual Shop Miami Month, sponsored by Citi. This program will showcase exclusive shopping experiences in Miami's world renowned shopping centers, marketplaces and shopping districts. Shop Miami Month will run from March 1-31, 2016. This program is modeled after GMCVB's other successful niche marketing programs with similar advertising, PR and social media components.

#ShopMiami InstaStyle Giveaway

In celebration of Shop Miami Month, the GMCVB is giving @MiamiandBeaches followers a chance to win a \$100 Macy's gift card and a Miami prize pack. To enter to win the #ShopMiami InstaStyle Giveaway, upload your best InstaStyle selfie donning your favorite outfit. Be sure to include #ShopMiami, and tag @MiamiandBeaches and @Macys, in all submitted selfies. One winner will be selected, and contacted directly on Instagram after March's Shop Miami Month. For more information, visit www.ShopMiamiMonth.com.

JAZZ IN THE GARDENS MUSIC FESTIVAL - The two-day music festival returns to Miami Gardens on March 19, with an incredible lineup, sure to put the audience at Sun Life Stadium on their feet! 2016 Jazz in the Gardens Music Festival attendees will be treated to exhilarating performances by Usher, Aretha Franklin, Janelle Monae, Babyface, Kool & The Gang, Jill Scott, Michael McDonald, the Average White Band, Kem, Ledisi, Doug E Fresh and Ramsey Lewis. For more information, log on to www.JazzInTheGardens.com/2016/.

MIAMI OPEN PRESENTED BY Itaú - From March 21-April 3, defending champions Novak Djokovic and Serena Williams return to Key Biscayne along with the world's top-ranked professional tennis players. The historic tournament is an elite Masters 1000 Series event on the ATP World Tour and a Mandatory Premier Event on the WTA Tour. For more information, log on to www.MiamiOpen.com.

MIA MOBILE APP VERSION 2.0 USES GEO-LOCATION TECHNOLOGY TO MAKE TRAVEL EASIER - Cutting-edge MIA Airport Official 2.0 puts boarding pass scanner, blue-dot navigation and much more in the palm of your hand - Passengers at Miami International Airport can now travel easier and smarter with MIA Airport Official 2.0, the airport's upgraded mobile app that is also your personalized travel assistant. Thanks to more than 500 Bluetooth data beacons installed throughout MIA, users can now scan their boarding pass and immediately receive turn-by-turn, blue-dot navigation with estimated walk times, real-time flight updates, and shopping and dining suggestions nearby based on their customizable personal profile. MIA is one of only a handful of airports in the world to incorporate beacon technology with its mobile app to provide this cutting-edge, personalized travel experience. MIA Airport Official 2.0 is available for free at the iPhone and Google Play app stores. The app's location-based features require Bluetooth, location services and Wi-Fi network settings to be turned on. For more information log on to www.miami-airport.com.



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Miami-Dade County Fair & Exposition

March 17-April 10

www.FairExpo.com

Ultra Music Festival

March 18-20

www.UltraMusicFestival.com

Miami Taste of Brickell Food & Wine Festival

March 18-19

www.TasteOfBrickell.com

Jazz in the Gardens Music Festival

March 19-20

www.JazzInTheGardens.com

Key Biscayne Art Festival

Mar. 19-20

www.ArtFestival.com

Deering Seafood Festival

Mar. 20

www.DeeringEstate.org

Winter Music Conference

March 21-24

www.WinterMusicConference.com

Miami Open Presented by Itaú

March 21- April 3

www.MiamiOpen.com

PEREZ ART MUSEUM MIAMI BRINGS ART TO MIAMI-DADE COUNTY NEIGHBORHOODS WITH PAMM INSIDE |OUT, FUNDED BY KNIGHT FOUNDATION –

This winter, Pérez Art Museum Miami (PAMM) will launch PAMM Inside|Out, a program which brings high-quality reproductions of art from PAMM’s permanent collection to outdoor venues. The nine-month program will kick off in the Miami-Dade County communities of Hialeah, Homestead and West End with a calendar of related events and programs, including a community weekend at the museum on Labor Day weekend, September 3-5, 2016. From Roy Lichtenstein to Faith Ringgold and Jose Bedia, 30 reproductions from PAMM’s permanent collection will be on view in the three communities from January to September 2016, in sets of three-month installations. Each community will have 10 artwork reproductions clustered within walking or bike-riding distance. Exact locations of each reproduction will be featured on maps available at host locations and at pamm.org/insideout. For more information log on to www.pamm.org

ISLAND BOAT TOURS EXPANDING IN BISCAYNE NATIONAL PARK — Island boat tours to Boca Chita Key in Biscayne National Park are expanding in a big way in a partnership between the City of Homestead, Miami-Dade County Parks, Recreation and Open Spaces Department, the National Parks Conservation Association, the Florida National Parks Association and the National Park Service. Guided boat tours depart from the park’s Dante Fascell Visitor Center on select Fridays, Saturdays and Sundays through May 1, 2016. Boat tours feature the Miami-Dade Parks’ Pelican Skipper, a comfortable riding, ADA accessible, 45 foot power catamaran. Tours are guided by Biscayne National Park. Visitors may enjoy the beautiful scenery while learning about the history, wildlife and ecosystems of the park. Each tour lasts approximately two and a half hours and includes opportunities to explore popular and scenic Boca Chita Key and the park’s iconic and historic lighthouse. Each tour ticket purchase allows a same-day free admission to Homestead Bayfront Park. Free guided trolley tours to the park are provided by the City of Homestead from Losner Park in downtown Homestead. Trolley arrival and departure times are coordinated with the island boat tour schedule. The boat tour calendar and schedule are available at nps.gov/bisc/playourvisit/guidedtours.htm. For more information about Biscayne National Park visit www.nps.gov/bisc.

THE SPA AT THE MANDARIN ORIENTAL, MIAMI PRESENTS THE KEY TO WELLNESS

– As a leader in the spa industry, The Spa at Mandarin Oriental, Miami introduces the Key to Wellness for spa goers, leisure guests and business travelers to maintain a balanced lifestyle. Designed to improve mind, body and spirit through a combination of health and wellness offerings, each monthly program features a component of exercise and nutrition with relaxation and beauty offerings. Key to Wellness is available from March through December and prices vary from USD 275 to USD 515. For more information, log on to www.mandarinoriental.com/miami



SOUTH BEACH'S NEWEST GEM PROMISES TO EMBARK GUESTS ON A CULINARY ADVENTURE THROUGH FRANCE - South of 5th has a new gem amongst its fine dining establishments and it's nothing short of a culinary adventure. Enter French 27, a contemporary French restaurant that strives to find the top-of-the-market products to create the most decadent culinary creations. The elegant and subtle French touches make this restaurant a quintessential destination. As soon as you walk through the doors of French 27 you are immediately transported across the globe. From the soft lighting to charming décor to the fountain filled with fresh rose petals and floating candles, every touch sets the mood for your evening, whether it be a romantic night with your beau or enchanting night out with friends. "French 27 is a unique, vibrant and sophisticated dining experience. We aim to make sure every guest leaves here satisfied and feeling as if they have experienced a truly authentic French dinner while enjoying the beautiful ambiance offered," says General Manager Amin Noorzai. For more information, log on to www.French27.com.

SHANNON & RAY ALLEN TO OPEN ORGANIC FAST-FOOD CONCEPT IN SOUTH MIAMI THIS SPRING - As South Florida's growing culinary scene continues to evolve and place a heavier emphasis on sourcing local and organic ingredients, there is an increasing demand for both nutritious and affordable meal options. Grown, a first-of-its-kind fast food restaurant developed by Shannon and Ray Allen, opening March 2016 in South Miami, aims to fill that void in the market with "real food, cooked slow, for fast people." With a focus on delicious, nutrient-dense fare, the innovative concept marries the quality of farm-to-fork cuisine with the convenience of fast food dining. Encouraging a family-friendly environment, the restaurant will have engaging play areas for kids of all ages featuring an interactive iPad bar equipped with nutritional and fitness themed games designed to educate them on healthy eating habits as well as a hands-on "IdeaPaint" wall that will allow kids to express themselves artistically. Grown is located at 8211 South Dixie Highway. In addition to breakfast, lunch and dinner service daily, the flagship location will offer delivery and catering for private events. For more information log on to www.grown.org

1 HOTEL & HOMES SOUTH BEACH CELEBRATES THE GRAND OPENING OF PREY - Hotel & Homes South Beach announced the highly anticipated grand opening of its latest culinary expansion - PREY. The hotel welcomes James Beard Foundation Award nominee Chef Bun Lai who will be infusing his sustainable seafood, plant and invasive species-based sushi style with his latest eco-conscience pop-up restaurant. Enjoy delicious sushi and saki, fun origami lessons, calligraphy and sounds by GOLDROOM. The restaurant will be open to the public for one month - February 24th through March 25th. Many of the items found on the PREY menu are indigenous to Florida and Chef Bun will hunt, dive and forage for all ingredients himself. For more information, log on to www.1hotels.com/south-beach.com.



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FOUR OF MIAMI'S TOP HOTEL'S HONORED WITH FIVE-STAR RATINGS ON FORBES TRAVEL GUIDE'S 58TH LIST OF WORLD'S TOP HOTELS -

A select group of Miami-Dade County hotels were honored with five-star ratings on Forbes Travel Guide's 58th list of the world's top hotels. The Acqualina Resort & Spa in Sunny Isles Beach and the Mandarin Oriental in Brickell received the honor for the fourth consecutive year. The St. Regis Bal Harbour Resort received it for the third year in a row and The Setai in Miami Beach, new to the list in 2015, earned the designation for the second year. The Mandarin Oriental earned five-star recognition for the fourth consecutive year across the board, earning five stars for its hotel, Asian-American fusion restaurant, Azul, and spa. Also receiving five stars were the spas at the Acqualina and the St. Regis and Naoe, their sushi restaurant. For more information, log on to

<http://www.forbes.com/sites/forbestravelguide/2016/02/22/forbes-travel-guide-announces-its-2016-star-ratings/#616106116640>

BACHOUR BAKERY + BISTRO TO OPEN MARCH 2016

- The highly anticipated Bachour Bakery + Bistro, from Miami's famed pastry chef, and 2016 James Beard Award semifinalist Antonio Bachour and former Eating House Chef/Partner Henry Hané, is set to open this March in the southwest corner of the Brickell World Plaza building in Downtown Miami. The contemporary bakery and bistro, pulling influence from around the globe, will be a melding of chefs' talents, pedigrees and passions: Bachour Bakery + Bistro will serve breakfast, lunch, early dinner and an all-day weekend brunch. For more information, log on to www.bachourbb.com.

CALLE OCHO

- On March 13, 2016 over 100 street performers from Colombia, Venezuela, Costa Rica, Bolivia, Panama, Salvador dressed in their colorful costumes will parade down the street performing to the music of their native land; the parade of countries will begin on 27th Avenue work its way down Calle Ocho to the folkloric stage on 13 Court. Over 300 food vendors will line the way with international cuisine for all tastes and likes. Thousands of giveaways abound, from samples and valuable coupons to experiential brand exhibits, sports interactive activities with plenty of family fun. Calle Ocho features top tier entertainment on its Supersite Stages sponsored by Univision 23, Telemundo 51, Coca Cola, Mega 94.9, Miami Herald and more. All genres of music from salsa, hip hop, reggaeton, tropical with performances from Jacob Forever, Hansel y Raul, Luis Enrique, Dr, Ed Calle, Roberto Torres, Carlos Oliva y Los Sobrinos del Juez, Grupo Alma, Chino y Nacho, Grupo Treo, Plan B, Alexis y Fido, Oro Solido, Carlos Manuel, Laura Flores, including the honor and privilege of the grand presentation of Andy Garcia and The CineSon All Stars on the Kiwanis 40 Year Anniversary Stage on 12th Avenue. This year the Kiwanis 40 Year Birthday Party will attempt to break the Guinness World Record for the Most Signatures on a Birthday Card at the El Dorado Parking lot located on SW 8th St and 25th Avenue from 11am all the way to 4pm. Fun for the entire family! For more information visit www.CarnavalMiami.com