



News from the . . .

**Home of the Seminole Hard Rock
Winterfest Boat Parade**

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FOR IMMEDIATE RELEASE

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SCHEDULED Bridge Openings/Closings
December 13, 2008

Fort Lauderdale (Broward County), FL -For the 37th year, Floridians will gather along the intracoastal's waterway and partake in the South Florida tradition that is the Winterfest Boat Parade. This year, with an expected attendance of one million Winterfest is extending their efforts to provide an eco-friendly event through partnerships with Advanced Green Technologies.

While "Rockin the Night Aweigh" spectators will be enjoying a parade that is carbon neutral. Carbon offsets will be sponsored by AGT through a variety of green tags. The majority of the parade's carbon footprint will be offset by plankton in the ocean which will actually absorb carbon dioxide that is emitted. Also the grandstands will be designated as a "green zone" with no public parking permitted. We encourage you to check out Winterfest's website at www.winterfestparade.com for more information on public transit to the grandstands. Thanks to help from Advanced Green Technologies, whose commitment is to spreading eco-awareness, Winterfest is able to put on a parade that benefits boaters, spectators, and planet Earth.

The parade route will pass eight bridges (7th Avenue, FECI Railroad, Andrews Avenue, 3rd Avenue, Las Olas Boulevard, Sunrise Boulevard, Oakland Park Boulevard and Commercial Boulevard) with openings staggering from 6:30pm to 8:30pm.

The bridge opening/closing will be scheduled as follows:

	Approx. <u>OPENING TIME</u>	Approx. <u>CLOSING TIME</u>
7th AVENUE BRIDGE	6:20 P.M.	8:00 P.M.
FECI RAILROAD BRIDGE	6:00 P.M.	8:00 P.M.
ANDREWS AVENUE	6:20 P.M.	8:00 P.M.
3 rd AVENUE BRIDGE	6:20 P.M.	8:00 P.M.

TELEVISION FILMING LOCATION

Stranahan House / Riverside Hotel	6:30 P.M.	8:00 P.M.
LAS OLAS BOULEVARD	7:00 P.M.	9:00 P.M.
SUNRISE BOULEVARD	7:20 P.M.	9:30 P.M.
OAKLAND PARK BOULEVARD	7:40 P.M.	10:00 P.M.
COMMERCIAL BOULEVARD	8:00 P.M.	11:00 P.M.

The parade begins with an early aerial announcement of its start with a helicopter fly by from the United States Coast Guard along the New River north and along the Intracoastal to Lake Santa Barbara. Fireworks will herald the beginning of the parade. Please note: Due to security at Port Everglades, the port will still be closed to boat traffic and Port Everglades at 4:30 p.m. and areas to the north at 5:20 p.m. prior to the parade. The New River will be closed to boat traffic at 2:30 p.m. from Channel Marker 9 to the South Fork near Davie Boulevard and along the North Fork west of SW 11th Avenue.

“No anchor zones” will extend throughout the New River from Channel Marker 9 to the South Fork near Davie Boulevard. Other “no anchor zones” are Port Everglades and Hugh Taylor Birch State Park. The parade’s host is the Riverside Hotel, which will accommodate the live broadcast and taping of the annual television special. Remember to please plan on anchoring to view the parade north of the triangle since the parade will not pass 17th Street Causeway. Please view our website (www.winterfestparade.com) for further details or call the Winterfest office at 954.767.0686.

About Winterfest, Inc.

Winterfest is a Florida not-for-profit organization based in Broward County that produces a variety of events including the free public event known as "The World's Most Watched Boat Parade." Millions via television and approximately one million spectators view the Parade on the 12-mile route. Winterfest also hosts annual events to enhance the community's image and provide unique, wholesome family entertainment. For more information on Winterfest, please contact the office at (954) 767-0686 or their website: www.winterfestparade.com.

About The Seminole Hard Rock Hotel & Casino

Seminole Hard Rock Hotel & Casino is South Florida's only real casino and leading entertainment destination featuring 71 tables offering Blackjack, Baccarat, Mini-Baccarat, Pai Gow Poker, Three Card Poker, and Let it Ride. More than 2,500 of the most popular Vegas-style slots and games are available to play on its 145,000-square-foot casino floor including Multi-Area Progressive Jackpots and Mega Jackpots. The Poker Room at Seminole Paradise is a 12,000-square-foot private room offering no-limit Texas Hold 'em, limit Texas Hold 'em, Seven Card Stud and two dollar and four dollar limit Omaha Hi Lo games. Our casino offers a non-smoking room and a high-limit gaming room with a cashier booth, check cashing services, and safe deposit boxes. The high-limit room also includes a VIP Plum Lounge exclusive area for loyal Seminole Hard Rock Hotel & Casino Players Club members and a celebrity show kitchen. This Four Diamond, AAA-rated, 500-room hotel offers 16 restaurants and lounges, 40,000 square-feet of meeting room space, a full-service, European-style spa, and 23 retail shops, 11 nightclubs, and Paradise Live - a 600 seat venue with classic music album performances in Seminole Paradise. Entertainment aficionados can enjoy national and international musical acts, comedic performances, and more in Hard Rock Live - a state-of-the art and acoustically-sound arena located on property. Lucky Street parking garage offers guests an additional 2,300 spaces for parking. The Seminole Hard Rock Hotel & Casino is located on State Road 7 (U.S. 441) in Hollywood, Florida. From I-95, exit Stirling Rd. and travel west to 1 Seminole Way. For more information, call (954) 327-ROCK, 1-800-937-0010 or visit us online at www.seminolehardrockhollywood.com.