

Report 2022



WINTERFEST

BOAT PARADE

Neon Nightlife Under The Sea

2022 Events and Attendance



EVENTS

Neon Nightlife Under The Sea

2022 Ticket/Invitation Samples

You and a guest are invited

WINTERFEST BOAT PARADE

CAPTAIN'S CUP AWARDS PRESENTATION

March 9, 2023
6:00 - 9:00 PM

The Venue
Fort Lauderdale

2345 Wilton Drive, Fort Lauderdale, FL 33305
Complimentary Valet Parking
Dinner and Cocktails
RSVP by March 1, 2023
online:
[CLICK HERE](#)
call: 954-767-0686
or email info@winterfestparade.com

For a complete list of winners - [click here](#)

Grand Marshal Showboat

PRESENTED BY OFFICIAL BANK OF WINTERFEST
OFFICIAL BANK OF WINTERFEST
BY THE THIRD BANK

Ticket 1 of 1
07982311
Guest
Ticket holder: **Gabby Test**

Purchased on **Nov 16, 2022, 2:44pm**
Payment Method: **Added**
Value: **\$0.00**

Sat Dec 10, 2022, 5:15PM
Grand Marshal Showboat
The House on the River
301 SW 3rd Ave, Fort Lauderdale, FL 33312, USA

2022 GRAND MARSHALS

Taylor Dayne **Maya Eason** **Chris Kirkpatrick**

OFFICIAL BANK OF WINTERFEST
BY THE THIRD BANK

VOTE FOR THIS SHOWBOAT

details on WinterfestParade.com
Upload your photos using: [@WinterfestFL](#)

IMPORTANT INFORMATION
Treat this E-Ticket as you would any other valuable or cash.

The QR Code only allows ONE ENTRY PER SCAN
Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

Saturday, December 10, 2022
Boarding begins at 5:15 PM
Boat leaves the dock PROMPTLY at 5:50 PM

On board the M/Y South Beach Lady
Docked on the New River
The House on the River
301 SW 3rd Avenue, Fort Lauderdale 33312

VALET PARKING - \$10
New River Court located at 300 SW 2nd Street, Fort Lauderdale, FL 33312 - remove

NO LARGE BAGS ALLOWED - Guests may carry a small clutch bag or purse.
Bags are subject to inspection.
Event goes on rain or shine. No refunds. No exceptions.

Attire: Holiday Cocktail Chic
Yacht returns at approximately 10:00 PM to Bokampers Sports Bar & Grill, Fort Lauderdale.
Buses will be waiting to take guests back to your vehicle.

Upload your photos using [#WinterfestFL](#) [#VisitLauderdale](#)

WINTERFEST BOAT PARADE

Santa Showboat

DELIVERED BY amazon

Winterfest Santa Showboat
Docking at The Wharf Fort Lauderdale
20 W. Las Olas Boulevard, Fort Lauderdale, FL 33301

Sat Dec 10, 2022, 7:00PM

Featuring Miss Teen Florida
And the Nominees from the Winterfest Foundation Jr. Captain Program

CASUAL - COMFORTABLE HOLIDAY ATTIRE
Buffet Dinner - Drinks
Photo Booth, Elves, and Holiday Accessories

VOTE FOR THIS SHOWBOAT #000 - details on WinterfestParade.com
Upload your photos using: [#WinterfestFL](#)

Docking at The Wharf Fort Lauderdale
20 W Las Olas Blvd, Fort Lauderdale, FL 33301

SATURDAY, DECEMBER 10, 2022

Includes Beverages and Food.

Boarding begins at 7:00pm
Boat leaves the dock PROMPTLY at 7:30 PM

Parking: AUTONATION GARAGE
200 SW 1st Avenue in Downtown Fort Lauderdale, FL 33312
The boat will disembark at Bahia Mar (the Jungle Queen's Home Dock)
Buses will be taking you back to parking garage. Ride Sharing is encouraged

Attire: Holiday Fun

Flat Shoes for all attendees (no heels, no wedges).
NO LARGE BAGS ALLOWED - Guests may carry a small clutch bag or purse.
Bags are subject to inspection.
Event goes on rain or shine. No exceptions.

Ticket Policy:
<https://winterfestparade.com/ticket-policy>

Hard Rock WINTERFEST BOAT PARADE

amazon

Santa Showboat

WINTERFEST BOAT PARADE

Grand Marshal Reception

PRESENTED BY SYLVESTER
OFFICIAL BANK OF WINTERFEST
BY THE THIRD BANK

Ticket 1 of 1
07982343
Guest
Ticket holder: **Gabby Test**

Purchased on **Nov 16, 2022, 10:42am**
Payment Method: **Added**
Value: **\$0.00**

Fri Dec 9, 2022, 6:00PM
Winterfest Grand Marshal Reception
presented by Sylvester Comprehensive Cancer Center
Grand Ballroom - changed to Seminole Hard Rock Hotel & Casino
1 Seminole Way, Hollywood, FL 33314, USA

2022 GRAND MARSHALS

Taylor Dayne **Maya Eason** **Chris Kirkpatrick**

OFFICIAL BANK OF WINTERFEST
BY THE THIRD BANK

IMPORTANT INFORMATION
Treat this E-Ticket as you would any other valuable or cash.

The QR Code only allows ONE ENTRY PER SCAN
Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

Winterfest Grand Marshal Reception presented by Sylvester Comprehensive Cancer Center

DECEMBER 9, 2022 • 6:00PM - 9:00PM

GRAND BALLROOM - change to Seminole Hard Rock Hotel & Casino inside the Grand Ballroom
1 SEMINOLE WAY, HOLLYWOOD, FLORIDA 33314

THIS IS AN INVITATION ONLY EVENT.
ENTRY WILL NOT BE PERMITTED WITHOUT THIS DIGITAL TICKET.
MUST BE 21 YEARS OR OLDER.

Ticket Policy:
<https://winterfestparade.com/ticket-policy>

Parking: Self-Parking Winners Way Garage or Valet

COCKTAILS & HORS D'OEUVRES COCKTAIL ATTIRE

MUST BE 21 OR OLDER (no exceptions) - take out - the 21 or older to already noted after valid

Upload your Photos using:
[#WinterfestFL](#)
[#VisitLauderdale](#)

OTHER CELEBRITIES

NIKKI MINAJ **PIA D'AMICO** **MELANIE LYNKEY** **ILANA GLAZER**

Upload your photos using: [@WinterfestFL](#)

Add - Nameless logo to this area

2022 Ticket / Invitation Samples



SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

VOLUNTEER APPRECIATION PARTY

FEB. 8, 2023 5:30 - 7:30 PM



904 E Las Olas Blvd,
Fort Lauderdale, FL 33301

You and a Guest are Invited!
Mix/Mingle with Winterfest Friends

COCKTAILS
HORS D'OEUVRES
RAFFLES

CAROLYN McLAUGHLIN
SPIRIT AWARD PRESENTATION

RSVP by February 3, 2023
[CLICK HERE](#)
call: 954-767-0686
or email dawn@winterfestparade.com

GRAYROBINSON



Ticket 3 of 4
07787813
Guest
Ticket holder: Terry Mularkey

Fri Oct 21, 2022, 7:00PM
Winterfest Launch Party presented by Gray Robinson
Grand Ballroom
3030 Holiday Dr, Fort Lauderdale, FL 33316, USA




HARRIOTT RESORT
FORT LAUDERDALE
HARBOR BEACH

FEATURED RESTAURANT
cafe Calabrie
TRADITIONAL ITALIAN CUISINE

GRAND ENTRANCE
ROBINSONS
NEUVANA LOUNGE

Cleveland Clinic
Florida

IMPORTANT INFORMATION
Treat this E-Ticket as you would any other valuable or cash.
The QR Code only allows ONE ENTRY PER SCAN
Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

WINTERFEST LAUNCH PARTY presented by Gray Robinson
Friday, October 21, 2022, from 7-10 PM
Theme: Neon Nightlife Under the Sea
Attire: Neon Chic

Fort Lauderdale Marriott Harbor Beach Resort & Spa
Grand Ballroom
3030 Holiday Drive, Fort Lauderdale, Florida 33316



IMPORTANT INFORMATION
Treat this E-Ticket as you would any other valuable or cash.
The QR Code only allows ONE ENTRY PER SCAN
Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

THIS IS AN INVITATION ONLY EVENT.
THERE WILL NO ENTRY WITHOUT THIS DIGITAL TICKET.
MUST BE 21 YEARS OR OLDER.
Ticket Policy: <https://winterfestparade.com/ticket-policy>

BOOK YOUR HOTEL: \$269++ Book by calling 954-525-4000 or 1-800-222-6543 to speak to a group reservation agent.
WINTERFEST. A dedicated booking website
<https://book.passkev.com/e/50325828> has been created for your event so your guests will be able to make, modify and cancel their hotel reservations online, as well as take advantage of any room upgrades, amenities, or other services offered by the hotel.

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

VIP Viewing Area

PRESENTED BY
Holy Cross Health NSU Florida broward mall

YOU ARE INVITED
SATURDAY, DECEMBER 10, 2022
TUNNEL TOP PARK & STRANAHAN HOUSE
335 SE 6TH AVE, FORT LAUDERDALE, FL 33301

COCKTAILS & DINNER • 5:45-8:30 PM
PRESHOW • 6:00 PM
PARADE STARTS AT • 6:30 PM
THEME • NEON NIGHTLIFE UNDER THE SEA
DRESS • FESTIVE HOLIDAY ATTIRE

ENTRY IN THIS AREA IS BY TICKET ONLY
MUST BE 21 OR OLDER (no exceptions)

\$10 self-parking has been arranged at the TRUIST PARKING GARAGE • 515 E Las Olas Boulevard, Fort Lauderdale, FL 33301
It is Prepay at the entrance and credit card ONLY. The paid ticket must be scanned to exit.
Parking is 2nd floor or above beginning at 4:30 PM



Upload your Photos using:
#WinterfestFL #VisitLauderdale WinterfestParade.com

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

VIP Viewing Area

Ticket 1 of 1
07986035
VIP Viewing Area
Ticket holder: Gabby Test

Purchased on Nov 03, 2022, 7:15pm
Payment Method:
Value: \$0.00

Sat Dec 10, 2022, 5:45PM
Winterfest VIP Parade Viewing Area presented by Holy Cross Health and Nova Southeastern University
Tunnel Top Park & Stranahan House
335 SE 6th Ave, Fort Lauderdale, FL 33301, USA



IMPORTANT INFORMATION
Treat this E-Ticket as you would any other valuable or cash.
The QR Code only allows ONE ENTRY PER SCAN
Unauthorized duplication or sale of this ticket may prevent your admittance to the event.

THIS IS AN INVITATION ONLY EVENT. ENTRY WILL NOT BE PERMITTED WITHOUT THIS DIGITAL TICKET. MUST BE 21 YEARS OR OLDER.

Ticket Policy:
<https://winterfestparade.com/ticket-policy>



COCKTAILS & DINNER
5:45-8:30 PM
Preshow 6 PM
Parade starts at 6:30 PM
Theme: Neon Nightlife Under the Sea
Dress: Festive Holiday Attire

PARKING:
\$10 self-parking has been arranged at the **Truist Parking Garage**.
515 E Las Olas Boulevard, Fort Lauderdale, FL 33301
It is Prepay at the entrance and credit card ONLY.
The paid ticket must be scanned to exit.
Parking is 2nd floor or above beginning at 4:30 PM

Upload your Photos using:
#WinterfestFL #VisitLauderdale



2022 Events and Attendance

Winterfest Prominently hosts signage at all our events from Happy Hours to Family Fun Day, Launch Party to Parade Viewing, Boat Show and the annual board retreat.



Launch Party

PRESENTED BY
GRAYROBINSON

FEATURED RESTAURANT



The Gray Robinson, P.A. Winterfest® Launch Party, recently held at the Fort Lauderdale Marriott Harbor Beach Resort & Spa, gave guests a taste of the neon glow and glamour they can expect in December. A video produced by Hotwire Communications started the evening with event and Parade highlights, followed by the unveiling of the commemorative poster by Dennis Friel and announcement of the 2022 Grand Marshals.

Culinary creations featured Casa Calabria Restaurant, along with other local establishments such as 3030 Ocean, Andy's Live Fire Grill, BK Lobster, Billy's Stone Crab, Eddie V's, Mimi's Ravioli, Piazza Italia, Fogo de Chao, Sea Level, and Timpano. Republic National Distributing Company highlighted their brands with decadent cocktails created with T3 Celsius, Benziger Tribute, Chloe and Cupcake Wines, Brugal 1888, Coin treau, Deep Eddy Vodka, Skrewball Whiskey, Fireball Whisky, Remy Martin along with Stella Artois, and a sampling of Celsius energy drinks and LaCroix Sparkling Water complimented the Neuvana Lounge.

Event Chairwomen Alyssa Lovitt of I LOVE IT Events, LLC. and Gray Robinson P.A. partner, Robyn Vines, welcomed guests with Winterfest® President & CEO, Lisa Scott-Founds and Winterfest® Chairman Mark Swenson as the under the sea themed room and neon glow brought by Cleveland Clinic peaked the excitement of the attendees for this year's Parade.

MC's for the evening - Drew from Y-100 and Amelia from BIG 105.9. DJ Kris Prime kept the entertainment flowing with Ivan Rodriguez Productions. Performances by Steven Avi on his neon-lighted violin with sea and neon character photo ops from Florida Children's Theatre and Pomp, Snow & CROQUE Umstance, Lips performances from Season 1 of La Voz- Viveme Deanette Rivas, Cirque Dreams Holidayze, and more. Guests made a splash as they entered the Robinson's Jewelers Grand Entrance.

Winterfest Security provided by King Intelligence and Security Services, Inc.



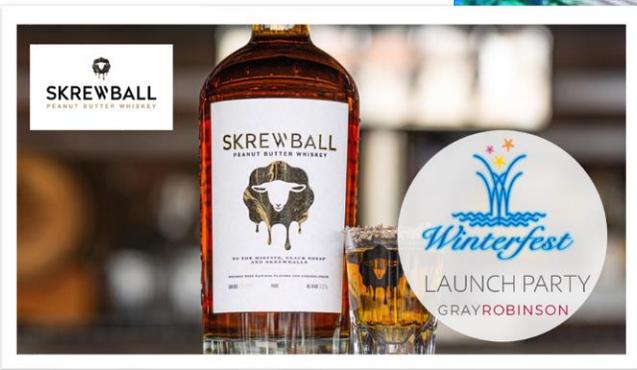
2022 Launch Party

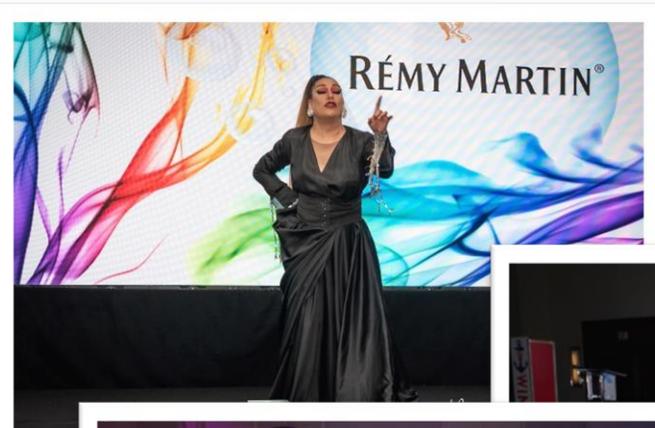
Winterfest Prominently hosts signage at all our events from Happy Hours to Family Fun Day, Launch Party to Parade Viewing, Boat Show and the annual board retreat.

Winterfest Launch Party hosts over 700 prominent community leaders and sponsors. Sponsors are seen on the giant screen during this kick-off event.



2021 images due to magazine deadline









Paula S. Smith
GRAPEK PHOTOGRAPHY ONLINE



Winterfest
Launch Party

PRESENTED BY
GRAYROBINSON

FEATURED RESTAURANT
Casa Calabria
TRATTORIA • SALUMERIA

GRAND ENTRANCE
ROBINSON'S
JEWELERS

NEUVANA
LOUNGE

Cleveland Clinic
Florida

MARRIOTT RESORT
FORT LAUDERDALE
HARBOR BEACH

Paula S. Smith
GRAPEK PHOTOGRAPHY ONLINE

2022 Launch Party

2022 WINTERFEST NEON NIGHTLIFE UNDER THE SEA PARTY VIDEO

- The Winterfest *Neon Nightlife Under the Sea* Video was created to be played during the launch party to introduce sponsors and participants of the 2022 Seminole Hard Rock Winterfest Boat Parade. Tied to the theme of *shell-ebrating* 51 years of Winterfest Boat Parades, the video saw the magic of Winterfest transform under the sea to a neon nightlife party celebrating sponsors, boaters, and celebrities alike.
- Included: Script Writing/Rewrites, Props/Scenery, Videographer, Crew, Graphic Animation, Post-Production, Music Licensing

Value: **\$11.2K**

[Launch Party Video](#)

Video for the screens
promoting all the partners of
the Event including the Parade

fision[®]
by Hotwire Communications



2022 Family Fun Day

Winterfest Prominently hosts signage at all our events from Happy Hours to Family Fun Day, Launch Party to Parade Viewing, Boat Show and the annual board retreat.

Family Fun Day hosts has boasted in excess of 50 vendors and activities, and 5,000+ guests consistently since its inception in 1998.



WINTERFEST® FREE FAMILY FUN DAY

PRESENTED BY



NOVEMBER 20TH FROM 10 A.M. - 3 P.M.

ESPLANADE PARK • 400 SW 2ND STREET • FORT LAUDERDALE
EXCITING FREE ACTIVITIES



- Joe DiMaggio Children's Hospital Face Painting, Balloon Art, Bounce Houses
- Stoked on Salt Ocean Conservation Village
- Experience Catabella Express Train, Polar Express
- Free bicycle helmets from Epilepsy Alliance
- Photo booth with Santa & kids' games!
- Entertainment provided by School of Rock
- Broward College Snow Mountain
- Frankie P from Y-100 to MC
- Pet Rescue Row - Labrador Retriever Rescue of Florida, Inc., Humane Society of Broward County, Paw Patrol, Broward County Animal Care, and Puppy Kissing Booth
- Give-a-ways and Activities with the Florida Panthers, South Florida Ford, Cirque Dreams Holidayze, Fifth Third Bank NASCAR Show Car, Museum of Discovery & Science, The For Paul Foundation, YMCA, Ave Maria, Florida Children's Theatre, Nova Southeastern University and SO MUCH MORE!

BONUS: the Museum of Discovery & Science will open for FREE after this event (Free Admission from 3-5 P.M.)







WINTERFEST® FREE FAMILY FUN DAY

PRESENTED BY
Joe DiMaggio Children's Hospital

NOVEMBER 20TH FROM 10 A.M. - 3 P.M.
ESPLANADE PARK • 400 SW 2ND STREET • FORT LAUDERDALE
EXCITING FREE ACTIVITIES

- Joe DiMaggio Children's Hospital Face Painting
- Balloon Art, Bounce Houses, Teddy Bear Clinic
- Stoked on Salt Ocean Conservation Village
- Experience Calaboo la Express Train, Polar Express
- Free bicycle helmets from the Epilepsy Alliance
- Photo booth with Santa & kids' games!
- Entertainment provided by School of Rock
- Drive of College Snow Mountain
- Prizes! From \$100 to \$1K

- Pet Rescue Row - Labrador Retriever Rescue of Florida, Inc., Humane Society of Broward County, Paw Patrol, Broward County Animal Care, and Puppy Kissing Booth
- Give a ways and Activity bags with the Florida Panthers, South Florida Fire, Crayola, Dream Hollywood, Fifth Third Bank NASCAR Snow Car, The Fort Lauderdale YMCA, Aventura Community of Florida Children's Theater, Nova Southeastern University, Sampling by Public Food Truck, Florida Ice and SO MUCH MORE!

BONUS: the Museum of Discovery & Science will open for HH&A after this event (free Admission from 3-3 PM)

FOR MORE INFORMATION 954-767-0686 or WINTERFESTPARADE.COM



Secrets of the Sea

Winterfest Prominently hosts signage at all our events from Happy Hours to Family Fun Day, Launch Party to Parade Viewing, Boat Show and the annual board retreat.

Secrets of Sea – Mansion Party in association with the Fort Lauderdale International Film Festival hosting over 450 guests.



Black Tie Ball

Winterfest Prominently hosts signage at all our events from Happy Hours to Black Tie Ball, Launch Party to Parade Viewing, Boat Show and the annual board retreat.

The Black Tie Ball is one of the signature galas in South Florida with approximately 1200 guests. The event is hosted and produced by the Seminole Hard Rock Hotel & Casino.



Get Your Tickets

Seminole Hard Rock Hotel & Casino PROUDLY PRODUCES THE

WINTERFEST
BLACK TIE BALL

PRESENTED BY **BROWARD HEALTH**
IN ASSOCIATION WITH **RNDC**

DECEMBER 3, 2022
6 PM – MIDNIGHT

DINING | DANCING
LIVE PERFORMANCES

FROM THE NORTH AMERICAN TOUR OF **Tina**

SILENT & LIVE AUCTION • LIVE ENTERTAINMENT
WITH "PRIVATE STOCK" ALL NIGHT

Tables of 10 start at \$3,000. Scan our QR code for info and ticket information. 954-767-0686





Grand Marshal Reception



Winterfest Prominently hosts signage at all our events from Happy Hours to Family Fun Day, Launch Party to Parade Viewing, Boat Show and the annual board retreat.

The Grand Marshal Reception honors our Parade celebrities. The event hosted and produced by the Seminole Hard Rock Hotel & Casino hosts over 500 prominent community leaders and sponsors the night before the Parade.





Parade and Viewing Areas

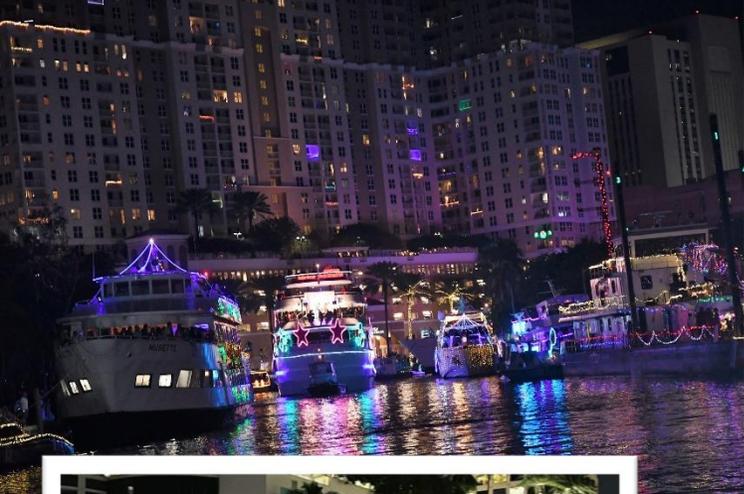
Winterfest hosts two prominent viewing areas.

NEW RIVER: The VIP Viewing Area located at the new Tunnel Top Park with areas within Stranahan House and the Riverside Hotel is a private event and base of our television production of the Parade.

INTRACOASTAL: The Las Olas Intracoastal Promenade Park is our public viewing area with 3,000 guests purchasing a ticket for as little as \$30.

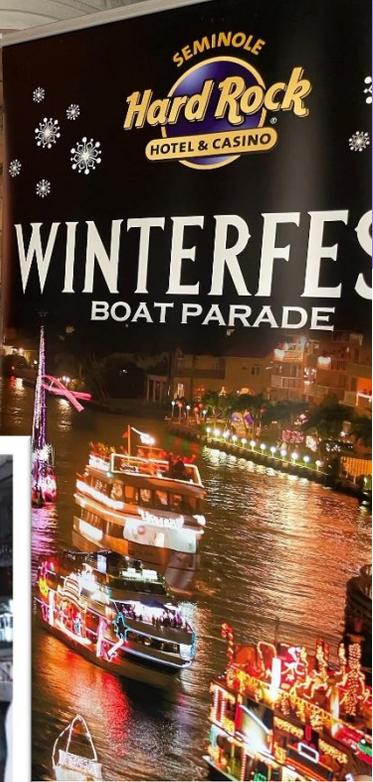
The Seminole Hard Rock Winterfest Boat Parade 12-mile route has a variety of other viewing areas from hotels, restaurants, bridges, parks, homes and condominiums. The Parade travels from Downtown Fort Lauderdale to Pompano Beach.





Volunteer Party

Winterfest hosts an appreciation event for the over 300 volunteers annually.



2022 Virtual Events & Santa



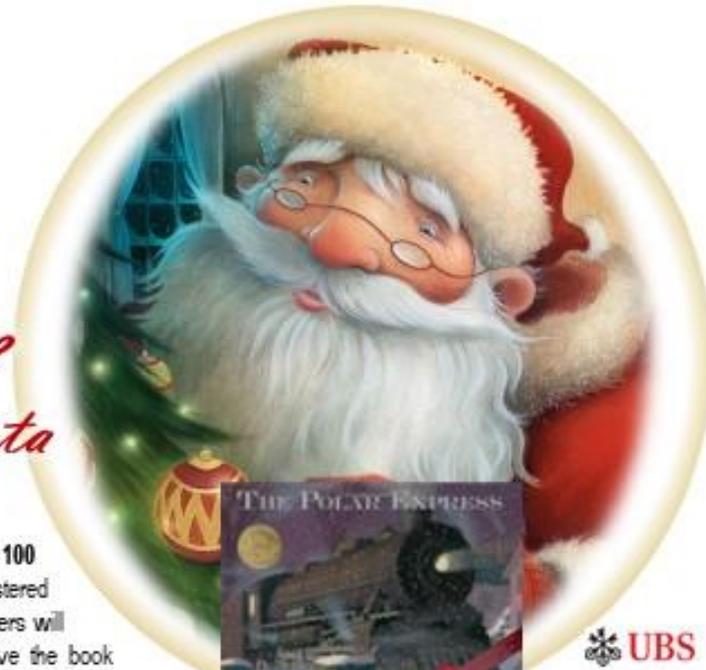
VIRTUAL & SANTA

Neon Nightlife Under The Sea

2022 Events – Virtual Storytime



First 100
Registered
viewers will
receive the book
THE POLAR EXPRESS



Create

Manage

People
reached

98.9K

Post
Engagem
ents

57.8K

Link
Clicks

6,919



2022 Events – Santa at the Boat Show



Winterfest Santa at the International Boat Show and various locations throughout Fort Lauderdale



CITY OF FORT LAUDERDALE

2022 Events – Santa around the area

Catch Santa as he travels thru Visit Lauderdale via the Circuit to... See more



Winterfest Boat Parade

Dec 13, 2022



2022 Events and Attendance



ATTENDEES

Neon Nightlife Under The Sea

Winterfest Event Report 2022

| Event | Location | # Attendees |
|-----------------------------------------|----------------------------------------------------------------------|--------------------|
| Launch Party | Fort Lauderdale Harbor Beach Marriott Hotel & Spa | 712 |
| Savor the Season | Mansion Party @ Steve Savors (worked with Ft. Lauderdale Film Fest.) | 450 |
| Family Fun Day | Esplanade Park / Museum of Discovery and Science (rained all day) | 2000 |
| Black Tie Ball | Seminole Hard Rock Hotel & Casino | 1193 |
| Captain's Cup | Coral Ridge Yacht Club | 150 |
| Control Boat/Ham Operator Meeting | Fort Lauderdale Chamber of Commerce | 80 |
| Grand Marshal Reception | Seminole Hard Rock Hotel & Casino | 519 |
| Parade Viewing (Public) | Las Olas Intracoastal Park | 3000 |
| Parade Viewing (VIP) | Stranahan House, Tunnel Top Park, Riverside Hotel | 419 |
| Volunteer Party | Piazza Italia | 150 |
| Captain's Cup | The Venue | 300 |
| Happy Hours (once a month for 6 months) | Galuppi's, Bokampers', YOT, Piazza Italia, Shooter's, Downtowner | 450 |
| Annual Board Retreat | | 85 |

Winterfest Parade Viewing Only: 3,419

Total Event Attendees: 9,508



Attendees at select events

Parade Entries Report 2022



Attendees on Charter Vessels

Charter Boats in the Parade

| Charter Vessel | Corporate Connection | Attendees |
|-------------------------------|---------------------------------------------------------------------|-----------|
| Caprice | Republic National Distributing Co. | 300 |
| Carrie B | FPL and TWO MEN AND A TRUCK | 125 |
| Catalina | Celsius (Boca Raton) | 400 |
| Catch My Drift | Triple Care (Caribbean) | 80 |
| Celebration | Insight, HP, Intel and Microsoft | 100 |
| Coastal Yacht Charters | | 10 |
| Double Down | Miami VIP Charters | 12 |
| Jungle Queen | Amazon | 150 |
| Summerwind | H-PROOF | 50 |
| Pontoon Party Boat | | 12 |
| Seminole Hard Rock | Grand Marshal Showboat (Fifth Third Bank brings guests from Naples) | 278* |
| Sun Dream | Twin Peaks Restaurant | 50 |
| Royal Princess | WSVN Channel 7 (New York / Boston) | 130 |
| Musette | Wellington Conservation Center | 300 |
| Water Taxi Riverwalk (Boston) | | 20 |
| Water Taxi | Freedom Waters (Fort Meyers) | 30 |

TOTAL

2,047

* Grand Marshal Showboat had an additional 22 tickets sold separately (not noted on my excel)

This number does not include the over 80 private vessels and their guests as well as shoreline viewing attendance.

Attendees

Booking Report 2022



Hotel Stay Promotion on Winterfest Website

List of all hotels and restaurants promoted during the Winterfest weekend
<https://winterfestparade.com/hotels-and-transportation-for-winterfest-events>

Hotel / Restaurant Sample Booking

Corporate Room Request For Winterfest to Book

PARADE

WSVN 150 room nights /80 Value added Packages
Fort Lauderdale
Harbor Beach Marriott Resort & Spa
Riverside Hotel (Direct Room Block)
Riverside Hotel (Host Hotel for Event)

Number Rooms

230 room nights
51 room nights
411 room nights

OTHER WINTERFEST EVENTS

Launch Party

Harbor Beach Marriott Resort & Spa

50 rooms nights

Black Tie Ball

Seminole Hard Rock

100 rooms nights

DIRECT ROOM NIGHTS:

962

Room Night Sampler from other hotel

AC Hotels Marriott
(150 rooms booked)

Bahia Mar

Gallery One (via email Jan. 12) 251 rooms (2-night min.)

Hilton (80% booking / 50 rooms – parade views booked)

Number Rooms

12* room nights
139 room nights
502 nights
100 nights

INDIRECT ROOM BOOKING SAMPLER:

753

* 12 rooms noted direct booking from site / # of nights not noted.

Limited/no data from Pillars, Plunge, Seminole Hard Rock Hotel & Casino (parade weekend), W Fort Lauderdale at time of printing

Restaurant Sample:

Blue Moon

270 guests for Parade

Bokampers

528 guests for Parade

- 50% local

- 15% out of county FL

79

- 35% out of state

185

Downtowner

793

Shooters

1000 sold out

RESTAURANT VIEWER SAMPLER*:

2,591

* Restaurants with views of the Parade were at capacity / sold out for the event based on conversations with the managers and Winterfest's CEO.

Hotel Direct Clicks 2022

Hotel Weekend Page:

<https://winterfestparade.com/hotels-and-transportation-for-winterfest-events>

6264 Page Views

2564 Total Clicks
to hotel partner pages

Promotional video on
The page –
[Click to view](#)

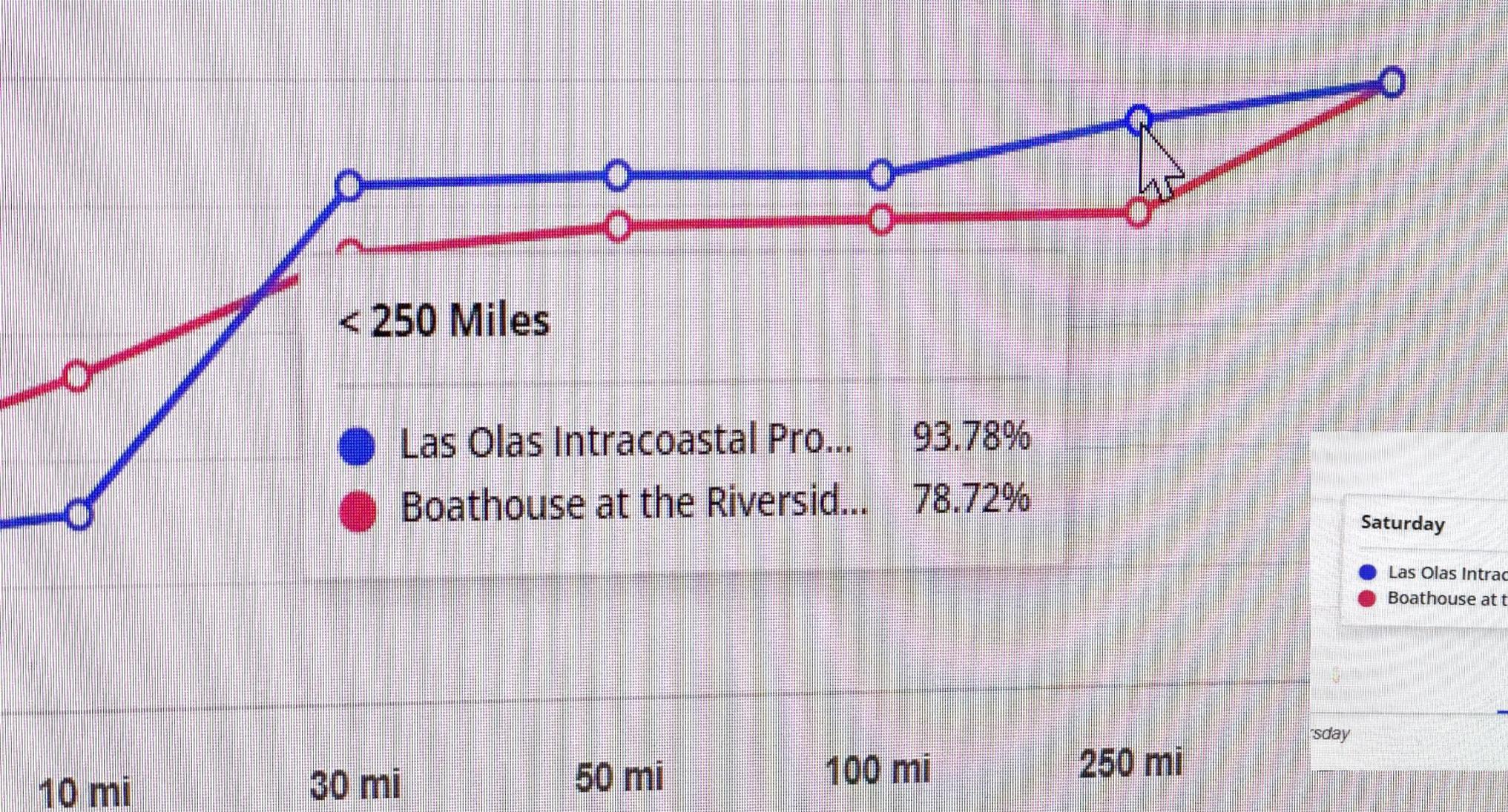


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| HOLLYWOOD, FL TITLE SPONSOR HOTEL SEMINOLE HARD ROCK HOTEL AND CASINO 1 Seminole Way, Hollywood, FL 33314 (866) 502-7529 https://www.seminolehardrockhollywood.com/ | RIVERSIDE HOTEL ON LAS OLAS BOULEVARD HOST VIEWING HOTEL RIVERSIDE HOTEL on LAS OLAS BOULEVARD 620 E Las Olas Blvd, Fort Lauderdale, FL 33301 (954) 467-0671 https://www.riversidehotel.com/ |
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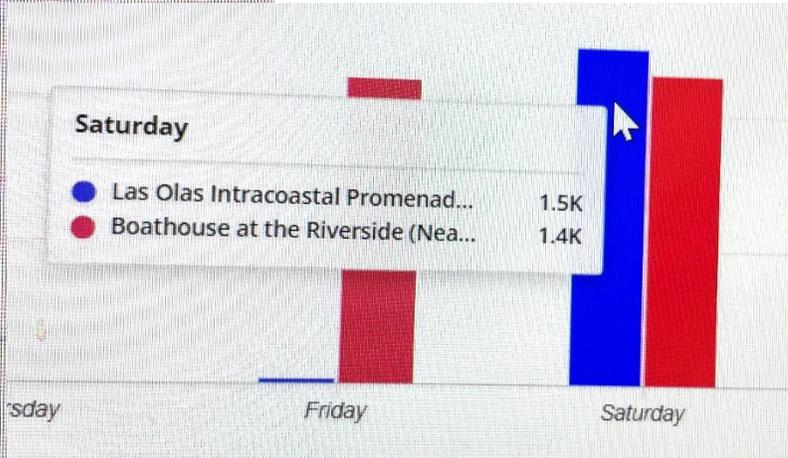
HOTEL PARTNERS WITH PARADE VIEWING, TICKET PACKAGES, OR SPECIALS

| | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SPECIAL ROOM RATE SAVE UP TO 25% OFF FORT LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA 3030 Holiday Drive, Fort Lauderdale, FL 33316 (954) 525-4000 SAVE UP TO 25% OFF – Fort Lauderdale Marriott Harbor Beach Resort & Spa Book Here | SPECIAL ROOM RATE 20% DISCOUNT USING CODE: WF22 PLUNGE BEACH RESORT 4660 El Mar Drive, Lauderdale-By-The-Sea, FL 33308 (754) 312-5775 Receive a 20% discount for the dates of 12/9/22 – 12/13/22 Discount Code: WF22 Book Here | HOTEL WITH ACCESS to PARADE VIEWING via MARINA BAHIA MAR FORT LAUDERDALE A DOUBLETREE BY HILTON 801 Seabreeze Boulevard Fort Lauderdale, FL 33316 954-764-2233 Visit Our Website to Make Reservations Book Here |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

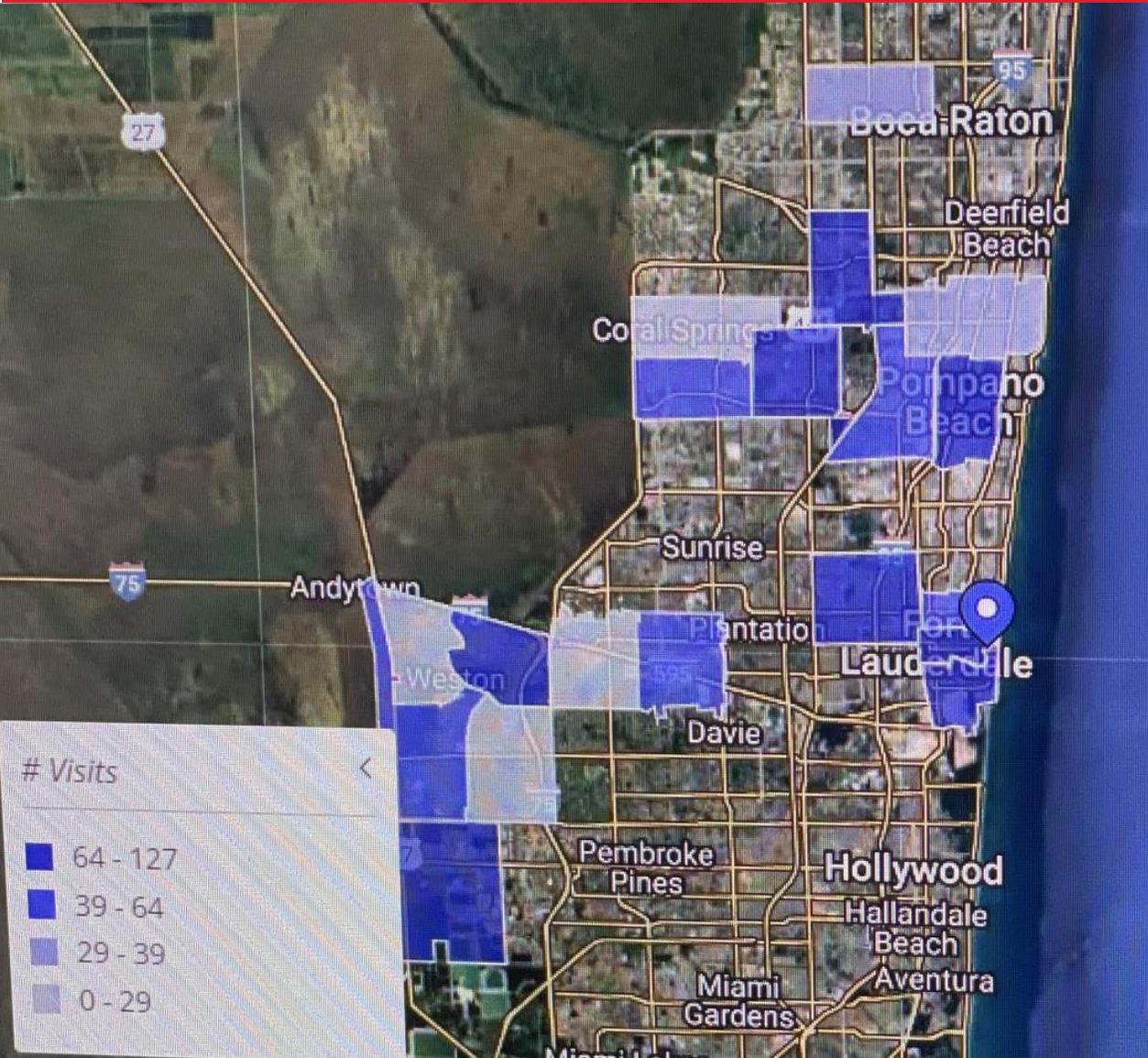
Spectators out of the area



Pac.ier software notes on December 10, 2022
Out of 1.5K visitors tracked in each location - Downtown Area and Parade Viewing area:
93.78% live 25 to less than 250 miles
78.72% live 5 to less than 250 miles



Spectators in the tri-county



Pac.ier software notes on December 10, 2022

Out of 1.5K visitors tracked in each location - Downtown Area and Parade Viewing area:

The locations on the map show the primary locations of large viewers to the Intracoastal Viewing Area in the local market.

Media Report 2022



WINTERFEST

BOAT PARADE

Neon Nightlife Under The Sea

2022 Media - Television



Neon Nightlife Under The Sea

2022 Recap - Television



2022 Recap - Television



WSVN



WSVN – Channel 7, a FOX affiliate reaches a local market primarily in Broward and Miami with sister stations in the Boston Market. Their Live Stream of the Parade hosts a one-day viewership of 7.3K viewers. A complete recap of the **394** commercials is within this recap.

LIVE STREAM on WSVN (7.3K viewers) https://youtu.be/b_5Qvm9CFck

ONE-HOUR TELEVISION SHOW, COMMERCIALS and Select NEWS STORIES:
<https://winterfestparade.com/captains-log/2022-wsvn-television-links>

The show aired from 12/20 through 1/1. We structured it to run when viewership on our network is at its highest: before and after live games (Heat and Panthers in Miami, Lightning in Tampa, and Magic in Orlando).

Bally Sports Florida aired the Seminole Hard Rock Winterfest Boat Parade Show **12 times** reaching 5 million homes throughout the state. The show is also made available to our sister stations across the country. Across our entire RSN portfolio, Bally Sports reaches close to 100 million people. - **Alex Iriarte | Marketing Consultant**

2022 TELEVISION SHOW



TELEVISION SHOW AIRING ON LOCAL & BOSTON NETWORK CHANNELS



Miami/Fort Lauderdale Market

3 Airings

WSVN

Saturday, December 17 9:00-10:00PM

Sunday, December 25 Noon-1:00PM

Saturday, January 1 Midnight-1:00AM



Boston Market

2 Airings

WHDH

Sunday, December 25 5PM-6PM



WLVI

Sunday, January 1 2PM-3PM

2022 TELEVISION SHOW

The show aired from 12/20 through 1/1. We structured it to run when viewership on our network is at its highest: before and after live games (Heat and Panthers in Miami, Lightning in Tampa, and Magic in Orlando).

Bally Sports Florida aired the Seminole Hard Rock Winterfest Boat Parade Show **12 times** reaching 5 million homes throughout the state. The show is also made available to our sister stations across the country. Across our entire RSN portfolio, Bally Sports reaches close to 100 million people. - **Alex Iriarte | Marketing Consultant**



| Air Date | Time | Network |
|------------|----------|---------|
| 12/20/2022 | 11:00 AM | SUN |
| 12/24/2022 | 5:00 PM | SUN |
| 12/24/2022 | 10:00 PM | SUN |
| 12/24/2022 | 11:00 PM | Florida |
| 12/25/2022 | 11:00 AM | SUN |
| 12/25/2022 | 6:00 PM | SUN |
| 12/25/2022 | 11:00 PM | SUN |
| 12/27/2022 | 11:00 AM | SUN |
| 12/29/2022 | 11:00 PM | SUN |
| 12/31/2022 | 3:00 PM | SUN |
| 01/01/2023 | 11:00 PM | SUN |

2022 TELEVISION COMMERCIALS

WSVN Promotional Value

2022 Seminole Hard Rock Winterfest Boat Parade

| TV Spot | Length | # Aired |
|-------------------------|-----------------------------------------------------|------------|
| Entry | combination of :30 :15 :10 | 143 |
| Parade Viewing | combination of :30 :15 | 132 |
| Grand Marshal | combination of :30 :15 | 44 |
| Primetime spots | (:30 combined with a topical news update) | 10 |
| Deco Drive contest | | 10 |
| One Hour Special | combination of :15 :05 | 53 |
| Snipes | scroll across the screen during/daytime programming | 2 |
| TOTAL # OF SPOTS | | 394 |



TV SPOT VALUE
(New this year – prime spots)
TOTAL VALUE

\$192,000
\$ 25,000
\$217,000

2022 TELEVISION



Miami/Fort Lauderdale Market

Interviews and stories



Temperatures will cool off tonight under mostly clear skies and with a light, northerly wind. Lows will range from the mid to upper 60s across the mainland — still above average — to the low 70s into the Keys.



ONE-HOUR TELEVISION SHOW, COMMERCIALS and Select NEWS
STORIES: <https://winterfestparade.com/captains-log/2022-wsvn-television-links>



Winterfest 2022 Sponsorship & Partnership

Hotwire[®]
COMMUNICATIONS

fision[®]
Fiber Optics by Hotwire

Networks

25 Top Rated Networks



Hotwire[®]
COMMUNICATIONS

fision[®]
Fiber Optics by Hotwire

PSA Video

2022 WINTERFEST PSA COMMERCIAL

- To help kick off the season, Hotwire created a :30 second PSA commercial to promote local activities leading up to the boat parade at sundown. The video gave viewers the ability to scan a QR code to purchase tickets for the viewing area, as well as ways to extend your stay with Hotel Partnership Packages.
- Included: Script Writing, Voiceover Recordings, Video Editing, Music Scoring Services, Video Codec Services

Value: **\$1.7K**

[PSA Video](#)



Sponsorship Advertising



[Winterfest Boat Parade Video Viewing area](#)

SPONSORSHIP

- Our 2022 Winterfest Sponsorship included 1,926 (:30) spots on 25 of Hotwire's most viewed networks in entertainment, news and movies.
- Spots ran for 1-month leading up to the boat parade, day-parted on each network to reach viewers during highly watched programming.

Targeted zip codes:

33428, 33432, 33496, 33498, 33487, 33431, 33434, 33486, 33435, 33437, 33472, 33426, 33436, 33484, 33445, 33446, 33483, 33444, 34982, 34957, 33477, 33458, 33478, 33467, 33408, 33480, 33410, 33418, 34990, 34952, 34983, 34986, 33404, 34994, 32966, 33449, 33411, 33401, 33409, 33160, 33180, 33154, 33134, 33178, 33122, 33166, 33034, 33149, 33196, 33131, 33156, 33132, 33126, 33137, 33130, 33145, 33125, 33133, 33167, 33135, 33129, 33142, 33128, 33127, 33143, 33138, 33139, 33140, 33141, 33065, 33325, 33064, 33308, 33305, 33315, 33301, 33316, 33312, 33009, 33019, 33020, 33311, 33068, 33309, 33076, 33028, 33025, 33324, 33317, 33062, 33323, 33326, 33304, 33433, 33966, 33931, 34103, 34119, 34109, 34120, 34104, 34110, 34112, 34113, 34102, 33903, 34134, 34135, 33991, 33909, 33928, 33916, 33908, 33912, 33901, 33905, 33919, 33907

Value: **\$28.9K**

Spot Cable Reporting

(Sponsorship & Paid)



FLIGHT

November 8th – December 9th 2022



TARGET

3 DMAs: High Viewability
Entertainment | News | Movies



CREATIVE

(1) :30 Spot
Winterfest Boat Parade



SPOTS

5,148
(1,954) Miami-FTL
(2,567) WPB-Ft Pierce
(627) Naples-Ft Myers

2022 Media - Television Digital



STREAMING

Neon Nightlife Under The Sea

2022 Live Streaming of the Parade



Live Version of the Television Show 12-10-22 Views:

Twitter Live: **4,040**

YouTube Live: **7,581**

Facebook: **34,400**

WSVN.com: **1,122**



Winterfest Automated Analytic Report Total Number of Digital Viewers for the Winterfest Boat Parade 2022 **Live Stream 329,263**

Winterfest related Tweets, YouTube & IG posts, stories, reels **Views 37,969**

<https://www.youtube.com> > watch ⋮

2022 The Seminole Hard Rock Winterfest Boat Parade



0:00 · New! **Watch** ads now so you can enjoy fewer interruptions. Got it ...

YouTube · WSVN-TV · Dec 10, 2022

https://www.youtube.com/live/b_5Qvm9CFck?feature=share

<https://eyeonchannel.com> > featured-sfl > watch-live-wi... ⋮

Watch Winterfest Boat Parade HERE - Eye On Channel

The Seminole Hard Rock **Winterfest Boat Parade** will stage on the New River in downtown Fort Lauderdale, along the docks west of Stranahan House to the Broward ...

<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/>

2022 Video Streaming of Parade

Capturing of the Parade by our Partners – WSVN-TV, City of Fort Lauderdale and Eye On South Florida with uploads on YouTube, Facebook and Twitter.

<https://www.youtube.com> › watch

2022 The Seminole Hard Rock Winterfest Boat Parade



0:00 · New! **Watch** ads now so you can enjoy fewer interruptions.
Got it ...

YouTube · WSVN-TV · Dec 10, 2022

https://www.youtube.com/live/b_5Qvm9CFck?feature=share

<https://www.youtube.com> › watch

51st Annual Seminole Hard Rock Winterfest Boat Parade



51st Annual Seminole Hard Rock **Winterfest** Boat Parade.
Watch later. Share. Copy link. Info. Shopping. Tap to unmute.

YouTube · City of Fort Lauderdale · Dec 11, 2022

<https://www.youtube.com/watch?v=loczHV-Gfr8>

2022 Video Streaming of Parade



ABOUT US TEAM OUR SERVICES CHANNELS CONTACT



2022 Seminole Hard Rock Winterfest Boat Parade in Fort Lauderdale, Florida

Jon and Mandy Go RVing 1.3K subscribers



2022 Seminole Hard Rock Winterfest Boat Parade in Fort ...

YouTube · Jon and Mandy Go RVing
Dec 15, 2022

<https://eyeonchannel.com> › featured-sfl › watch-live-wi... ⋮

Watch Winterfest Boat Parade HERE - Eye On Channel

The Seminole Hard Rock **Winterfest Boat Parade** will stage on the New River in downtown Fort Lauderdale, along the docks west of Stranahan House to the Broward ...

<https://eyeonchannel.com/eye-on-south-florida/featured-sfl/watch-live-winterfest-boat-parade-here/>

The Parade is also captured by locals, visitors to the area, other media such as the Associated Press.

YouTube
<https://www.youtube.com> › watch ⋮

"Best Show on H2O" The Seminole Hard Rock Winterfest Boat ...



#Droneviewhd#winterfestfl #winterfest2022 #boatparade The Seminole Hard Rock **Winterfest Boat Parade** is the "Best Show...

YouTube · DroneViewHD · Dec 11, 2022

Newsbug.info
<https://www.newsbug.info> › fort-lauderdale-basks-in-win... ⋮

Fort Lauderdale basks in winter, hosts boat parade



(13 Dec 2022) Fort Lauderdale, sometimes referred to as the "Venice of America," hosted the annual **Winterfest boat parade**...

Newsbug.info · Associated Press · Dec 13, 2022

YouTube
<https://www.youtube.com> › watch ⋮

Fort Lauderdale basks in winter, hosts boat parade - YouTube



(13 Dec 2022) Fort Lauderdale, sometimes referred to as the "Venice of America," hosted the annual **Winterfest boat parade**...

YouTube · Associated Press · Dec 13, 2022

Winterfest Boat Parade Timelapse 2022 - YouTube



The Seminole Hard Rock **Winterfest Boat Parade 2022** - Timelapse from a building just south west of the Sunrise ...

YouTube · Dylan Glockler · Dec 12, 2022

2022 Media - Radio



Neon Nightlife Under The Sea

2022 RADIO LOCAL & OUTSIDE MARKETS



iHeart
MEDIA



2022 RADIO LOCAL



iHeartMedia campaign Ft. Lauderdale and Miami Markets

- **Radio** October 14, 2022 to January 7, 2023
 - **Total 1171** :30-second and :15-second commercials, **24,900 seconds**

Radio links to the Radio Spots promotions in local market:

- Parade
- Blacktie Ball
- Television Special
- Enter to Win Bora Bora Experience
- Family Fun Day
- Student Art
- People's Choice
- TV Show
- Bridge Opening
- Captain's Meeting



<https://winterfestparade.com/captains-log/2022-radio-spots-with-iheart-media>

Proof of airings are available upon request.

2022 RADIO – OUT OF AREA



iHeartMedia campaign reached people in Atlanta, Jacksonville, Orlando, Tampa, Ft. Pierce and West Palm through a radio and digital advertising campaign, targeting Adults 35+. People had the opportunity to register to win a weekend in Ft. Lauderdale and see the Parade.

Radio

- Advertise in Ft. Pierce on WAVW (Country) and WQOL (Oldies/60s&70s)
 - 116 :30-second & :15-second commercials
- Advertise in West Palm on WOLL (Adult Contemporary)
 - 74 :30-second and :15-second commercials

Total 190 :30-second and :15-second commercials, **520,400 Impressions**

Winterfest Boat Parade · Follow
November 17, 2022 · 🌐

Be a Winner Winner 🏆🏆🏆
Enter to Win a Weekend Experience with Winterfest!
Visit winterfestparade.com and look under contests.
Airline Tickets ✈️ - Hotel Stay 🏨 and Grand Marshal Experience!!!!
👉 Don't miss the boat - enter today!
#W... See more

Hard Rock WINTERFEST
HOTEL & CASINO BOAT PARADE
2022 GRAND MARSHALS



Taylor Dayne



Joey Fatone



Chris Kirkpatrick

PLUS ...

• (2) Two Tickets to the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Reception sponsored by the Sylvester Cancer Center on December 9, 2022.

• (2) Two Tickets onboard the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Showboat sponsored by Fifth Third Bank on December 10, 2022.

Must be 21 years of age or older and live in the continental United States - Complete rules and restrictions visit y100.com

winterfestparade.com
for details

Digital Advertise in Atlanta, Jacksonville, Orlando and Tampa utilizing Display and Pre-Roll video, targeting travel and boating enthusiasts, **419,760 total impressions**

Radio links to the Radio Spots promotions in out of area markets:

<https://winterfestparade.com/wp-content/uploads/2023/02/Winterfest-Win-A-Weekend.mp3>

Winterfest Boat Parade · Follow
November 17, 2022 · 🌐

Be a Winner Winner 🏆🏆🏆
Enter to Win a Weekend Experience with Winterfest!
Visit winterfestparade.com and look under contests.
Airline Tickets ✈️ - Hotel Stay 🏨 and Grand Marshal Experience!!!!
🔥 Don't miss the boat - enter today!
#W... See more

SEMINOLE
Hard Rock HOTEL & CASINO
WINTERFEST
BOAT PARADE
2022 GRAND MARSHALS



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winterfestparade.com
for details

SEMINOLE
Hard Rock HOTEL & CASINO
WINTERFEST
BOAT PARADE

2022 GRAND MARSHALS



Taylor Dayne



Joey Fatone



Chris Kirkpatrick



Y100.com or winterfestparade.com for details

WINTERFEST
"Party Like A Rock Star"

• Deluxe Accommodations for (2) Two Night stay at Seminole Hard Rock Hotel & Casino, Hollywood (\$700 max value)

• (2) Dinners for two at either Council Oak Steaks and Seafood, [Cipresso](http://Cipresso.com) (Italian) or Kuro (Asian Inspired) Restaurant (\$150 max value for the two dinners)

• Roundtrip air travel for the winner and one (1) guest on JetBlue® (Roundtrip travel certificates on JetBlue -subject to Travel Restrictions set in the Terms and Conditions, blackout dates apply)

•(2) Two Tickets to the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Reception sponsored by the Sylvester Cancer Center on December 9, 2022.

• (2) Two Tickets onboard the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Showboat sponsored by Fifth Third Bank on December 10, 2022.

Must be 21 years of age or older and live in the continental United States - Complete rules and restrictions visit y100.com

Social Media samples from Facebook, Yelp And Instagram.

Overall contest hosted on iHeart's platforms.



2022 RADIO – OUT OF AREA

iHeartMedia Ft. Pierce Overview

| STATION INFORMATION | Cluster 12+ Monthly Reach: | 181,200 | | | |
|------------------------------------|----------------------------|------------------------|--------------|---------------------------------------|-----------------------------|
| | Call Letters | WAVW-FM | WCZR-FM | WQOL-FM | WZTA-AM |
| | Dial Position | 92.7 | 101.7 | 103.7 | 1370 |
| | Format | Country | News/Talk | Adult Hits - Classic Hits 70s-80s-90s | Adult Hits - Oldies 60s-70s |
| | Slogan | Treasure Coast Country | Real Talk | The Treasure Coast's Greatest Hits | Vero's Real Oldies |
| | Website | wave927.com | wzrz.com | 1037wqol.com | oldies1079.com |
| | AUDIENCE M-SU 6A-12M | Monthly Reach | 97,200 | 15,100 | 90,900 |
| Target Listener | TBD | TBD | TBD | TBD | |
| Gender Comp | M41% F59% | M38% F62% | M41% F59% | M46% F54% | |
| Ethnic Comp (Black/Hispanic/Other) | B1% H6% O93% | B1% H0% O99% | B2% H6% O91% | B0% H11% O89% | |

2022 RADIO – Palm Beach

iHeartMedia West Palm Beach Overview

| STATION INFORMATION | Cluster 12+ Monthly Reach: 660,100 |  |  |  |  |  |  |  |  |
|------------------------------------|------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| | Call Letters | WKGR-FM | WLDI-FM | WOLL-FM | WRLX-FM | WZZR-FM | WBZT-AM | WJNO-AM | WZZR-FM HD2 |
| | Dial Position | 98.7 | 95.5 | 105.5 | 94.3 | 92.1 | 1230 | 1290 | 93.3 |
| | Format | Classic Rock | Pop CHR | Adult Contemp. | Spanish Hits | News/Talk | Sports | News/Talk | Classic Hip-Hop |
| | Slogan | The Palm Beaches' Rock Station | The Palm Beaches' #1 Hit Music Station | More Variety from the 80s to Now | Musica de hoy para Palm Beach! | Real Talk for the Palm Beaches | The Palm Beaches Home for Sports Betting | The Palm Beaches' News & Talk | Old School Hip Hop |
| | Website | gaterocks.com | wild955.com | 1055online.com | mia943.com | wzzr.com | 1230thegambler.com | wjno.com | thenew933.com |
| | AUDIENCE M-SU 6A-12M | Monthly Reach | 260,000 | 212,000 | 287,800 | 107,700 | 45,700 | 5,700 | 60,500 |
| Target Listener | | M25-54 | A18-49 | A25-54 | A25-54 | A35-64 | M25-54 | A35-64 | TBD |
| Gender Comp | | M70% F30% | M55% F45% | M42% F58% | M39% F61% | M81% F19% | M70% F30% | M72% F28% | M68% F32% |
| Ethnic Comp (Black/Hispanic/Other) | | B4% H10% O87% | B8% H48% O44% | B14% H16% O69% | B1% H94% O5% | B2% H9% O89% | B1% H9% O90% | B0% H24% O76% | B13% H19% O68% |

2022 Digital Contest Campaign

Winterfest Teamed Up with VisitLauderdale, iHeartMedia and Hotwire Communications to promote a Get-Away Contest on Social media.

Give-A-Way partners included Seminole Hard Rock Hotel & Casino, JetBlue and Fifth Third Bank.



SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE

2022 GRAND MARSHALS

Taylor Dayne **Joey Fatone** **Chris Kirkpatrick**

Y100.com or winterfestparade.com for details

WINTERFEST "Party Like A Rock Star"

- Deluxe Accommodations for (2) Two Night stay at Seminole Hard Rock Hotel & Casino, Hollywood (\$700 max value)
- (2) Dinners for two at either Council Oak Steaks and Seafood, Ciproso (Italian) or Kuro (Asian Inspired) Restaurant (\$150 max value for the two dinners)
- Roundtrip air travel for the winner and one (1) guest on JetBlue® (Roundtrip travel certificates on JetBlue -subject to Travel Restrictions set in the Terms and Conditions, blackout dates apply)
- 2) Two Tickets to the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Reception sponsored by the Sylvester Cancer Center on December 9, 2022.
- (2) Two Tickets onboard the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Showboat sponsored by Fifth Third Bank on December 10, 2022.

Must be 21 years of age or older and live in the continental United States – Complete rules and restrictions visit y100.com

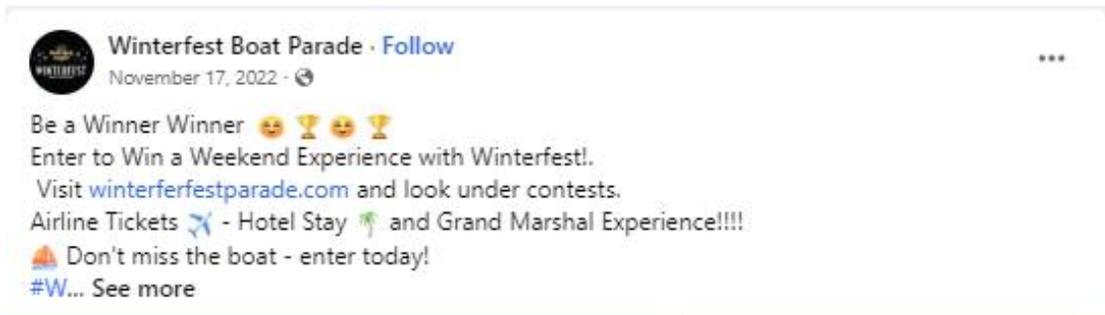
Y100 miami **VISIT LAUDERDALE** **jetBlue** **FIFTH THIRD BANK** **SEMINOLE Hard Rock HOTEL & CASINO HOLLYWOOD, FL**

2022 Digital Contest Campaign



iHeartMedia Digital Advertise in Atlanta, Jacksonville, Orlando and Tampa utilizing Display and Pre-Roll video, targeting travel and boating enthusiasts,

- 419,760 total impressions

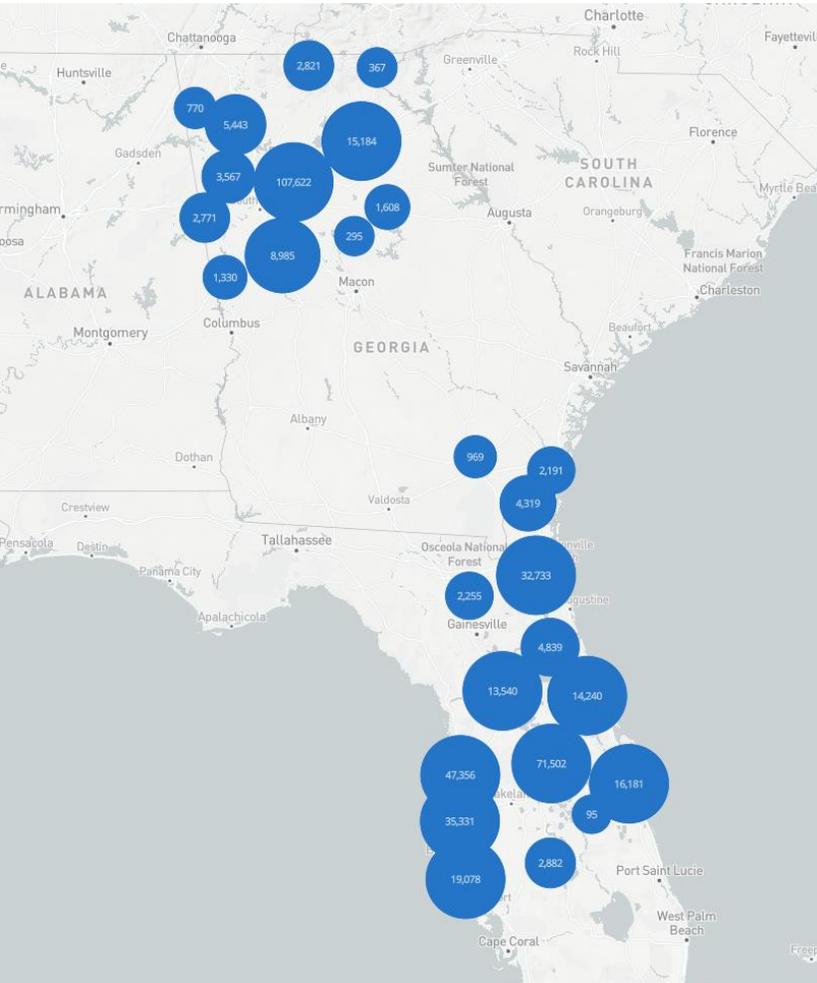



FIFTH THIRD BANK



HOLLYWOOD, FL

2022 Digital Ads with Radio Partner



Digital Advertise in Atlanta, Jacksonville, Orlando and Tampa utilizing Display and Pre-Roll video, targeting travel and boating enthusiasts, **422,918 total impressions**

Network Ad
Impressions: 75,919
Clicks: 3.9K

Video Ad
Impressions: 72,595
Clicks 1.7K

893 Clicks to enter contest on radio stations website.

Winterfest 2 Day Promotion on Social Media:
1,257 Facebook clicks to enter contest
1,136 Text to enter
57 Entered on Winterfest website

WINTERFEST
"Party Like A Rock Star"

2022 GRAND MARSHALS

Taylor Dayne **Joey Fatone** **Chris Kirkpatrick**

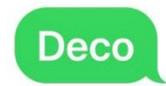
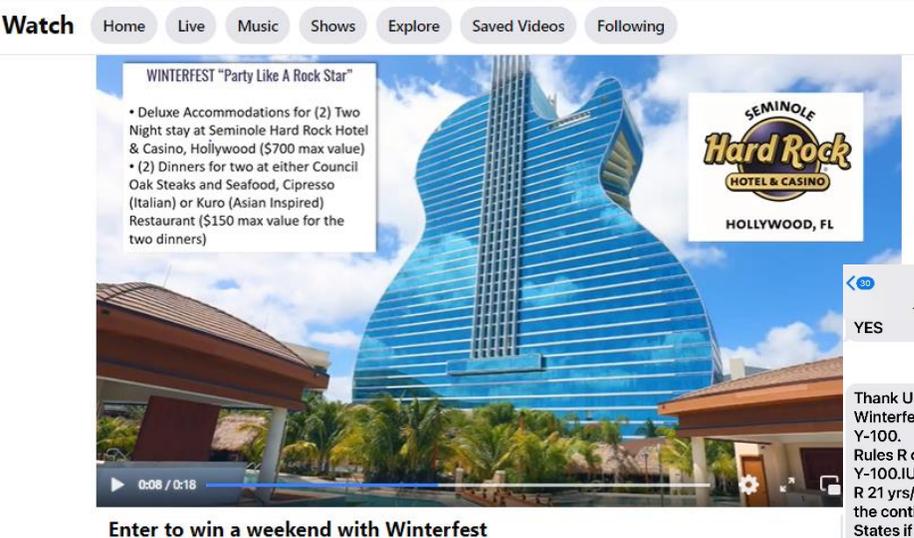
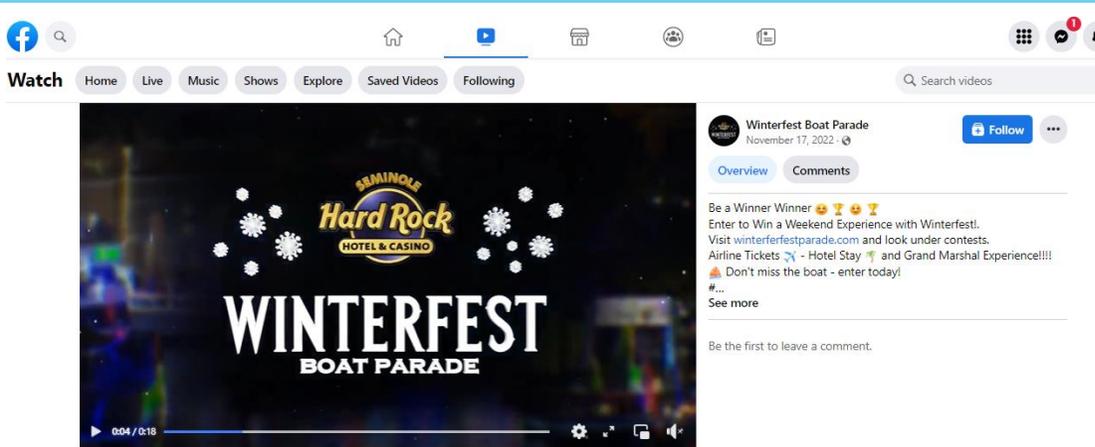
Y100.com or winterfestparade.com for details

- Deluxe Accommodations for (2) Two Night stay at Seminole Hard Rock Hotel & Casino, Hollywood (\$700 max value)
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2022 Online Video Commercial / Text



Thank U 4 Entering Winterfest Deco Contest for the opportunity to stay at the Seminole Hard Rock Hotel & Casino. Confirm U R 21 yrs of age / older, a US Citizen by texting YES



the entry by number or letter ... try again EXAMPLE: Boat99

Thank you for voting for your favorite boat in the Seminole Hard Rock Winterfest Boat Parade. You can vote every day until January 12, 2023.

Online video commercial samples on Facebook and YouTube (which was uploaded to Google).

Text responses from the 2022 Winterfest Contests - and text promotions related to the Deco and People's Choice Contests.

2022 Media - Digital Magazine



Neon Nightlife Under The Sea

2022 Digital Souvenir Journal

Lifestyle Digital of Souvenir Journal
 Website Impressions - 168,000
 E-newsletter Impressions - 128,000

SunSentinel of Souvenir Journal - **110,311**

New Times of Souvenir Journal with a strong promotion towards Parade Viewing Sales –
 Miami – 216,229
 Broward Palm Beach - 34,329

TOTAL: 656,869 email and website

These numbers do not include Winterfest emails with links to the Journal or viewers from our website.

LIFESTYLE MAGAZINE SPECIAL SECTION *lifestyle*

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

Neon Nightlife Under The Sea

DFWILL

CITY OF FORT LAUDERDALE VISIT LAUDERDALE

VOL. 28 | ISSUE 1 NOVEMBER 2022
 "The World's Most Watched Boat Parade" captivates over 1 million spectators annually.
 Call 954-767-0686 or visit WinterfestParade.com #WinterfestFL | Like us on Facebook

**The Tradition Continues...
 With a new logo look and theme for WINTERFEST® 2022**



Winterfest's® new corporate logo will be unveiled to the public during this year's Parade.

Are you ready for the 12-mile Holiday Block Party on Saturday, December 10th? We are excited to invite our community, visitors, television and online audiences to celebrate the holidays, in South Florida's unique style; with boats as Parade floats. The Winterfest® organization, producers of the Seminole Hard Rock Winterfest® Boat Parade, celebrates 51 years with a new logo and additional live entertainment within this heart-warming family tradition. Starting in Fort Lauderdale's Downtown area on the New River, up to Lake Santa Barbara on the Intracoastal Waterway in Pompano Beach, this is the biggest holiday event in Broward County. Each year there is a unique new theme, capturing and highlighting the magic of the area and event. When you combine South Florida's nautical beauty with its electrifying energy, our theme says it all "Neon Nightlife Under the Sea." We encourage everyone to participate and bring this holiday tradition to life with lighted decorations from paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts. If you are viewing along the Parade route, we encourage you to decorate your home or business. Our Parade participants will enjoy your efforts and you might get a shout out from our Grand Marshals. Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the intracoastal.

Don't miss out! Enter your boat, purchase tickets or become a partner.



**Happy Holidays!
 See you at the Parade.**

Winterfest team
 Winterfest Team: Kathy Keibler, Chairman of the Board; Mark Swenson, Dean Diehl and Lisa Scott-Franks



DISCOVER
 YOUR
 RHYTHM.

PARADISE MEETS PLAYGROUND.
 Escape the every day and indulge yourself in a truly extraordinary getaway with limitless possibilities.
 1 Seminole Way, Hollywood, FL 33314 | HardRockHollywood.com | #6uitarhotel

- 1,271 luxury guest rooms and suites
- World-class spa spanning 42,000 square feet
- Dining concepts for every taste
- 18 acres of pools and a lagoon
- 26,000 square foot retail promenade
- Brand standard amplified service
- 10 minutes from Ft. Lauderdale Airport
- 30 minutes from Miami International Airport



2022 Media – Digital Newspaper



NEWSPAPER

Neon Nightlife Under The Sea

2022 Recap

SunSentinel
MEDIA GROUP

SOUTH FLORIDA
SunSentinel

[VIEW EMAIL IN BROWSER](#)

NOVEMBER 23, 2022

SUN-SENTINEL.COM

THE WEEKENDER - SOUTH FLORIDA EVENTS

ADVERTISEMENT

WINTERFEST
BLACK TIE BALL
PRESENTED BY
BROWARD HEALTH
DECEMBER 3

WINTERFEST
BOAT PARADE
2022 GRAND MARSHALS
Tina Turner, Jeff Foxworthy, Chris Rock
Parade Viewing Area
DECEMBER 10

Weekend things to do: Watching World Cup and Gators-Noles, burlesque in Flagler Village, Britney brunch in Delray Beach



Sun Sentinel Media Group
Tribune Publishing Contact: Mary Jordan

2022 Email / Admail

SUNSENTINEL.COM
 ORLANDOSENTINEL.COM ADMAIL
 Winterfest Light Up
 the Calendar

Multiple emails in the Orlando and local markets.

Deployment Date: 11/15 to 12/1
 Emails Sent: 191,078
 Opening rate 6% for each 8,481
 Clicks: 1,523 (1%)

Winterfest transitioned from tradition newspaper print to digital newspaper and emails promotional emails from our partner.

SUNSENTINEL.COM ENTERTAINMENT SECTION TAKEOVER

Winterfest transitioned from tradition newspaper print to digital newspaper continued with promotions such Entertainment Page take overs for a week and digital ads. Impressions between 13,000 and 74,000 per day

Hard Rock
WINTERFEST
BOAT PARADE

Baptist Health

Parade Viewing Area

DEC. 10

ftibeach
Discover. Stay. Dine. Play.

SOUTH FLORIDA
SunSentinel

GOING OUT PRESENTED BY

Eating Inspections Music Events Drinking Theater & Arts

ADVERTISEMENT

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE

2022 GRAND MARSHALS

Parade Viewing Area

DECEMBER 10

Taylor Dayne Joey Falone Chris Kirkpatrick

TOP ENTERTAINMENT VIDEOS

Top Videos: - Joseph Gordon-Levitt Reveals The Secrets of the Rubik's Cube

- How to Get Rid of Collar Stains for Good - 1:03:11
- 2 Chainz Finds Out How Cats Mate - 1:03:39
- A Brief History of Goth Teaser

Hard Rock
WINTERFEST
BOAT PARADE

2022 GRAND MARSHALS

Taylor Dayne

Joey Falone

Chris Kirkpatrick

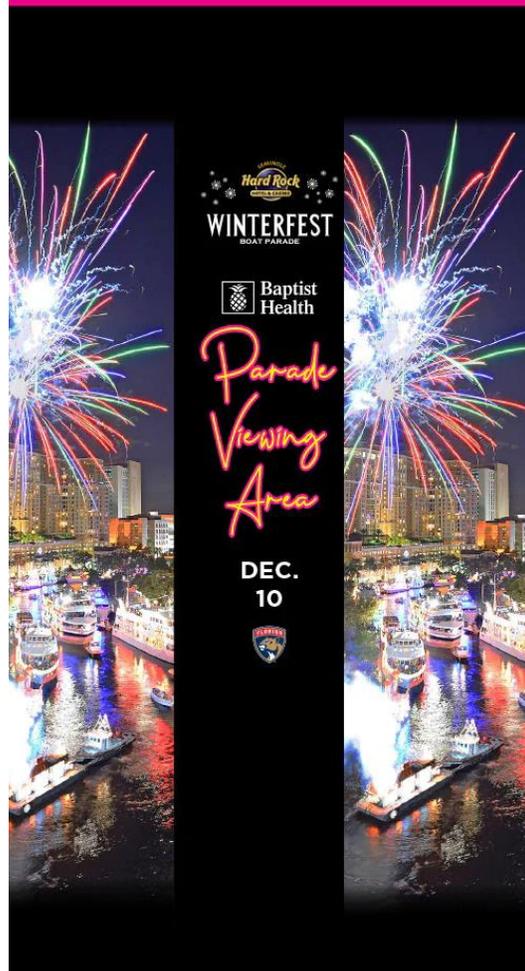
SUNSENTINEL.COM ENTERTAINMENT SECTION TAKEOVER

Deployment Date:
12/5-11

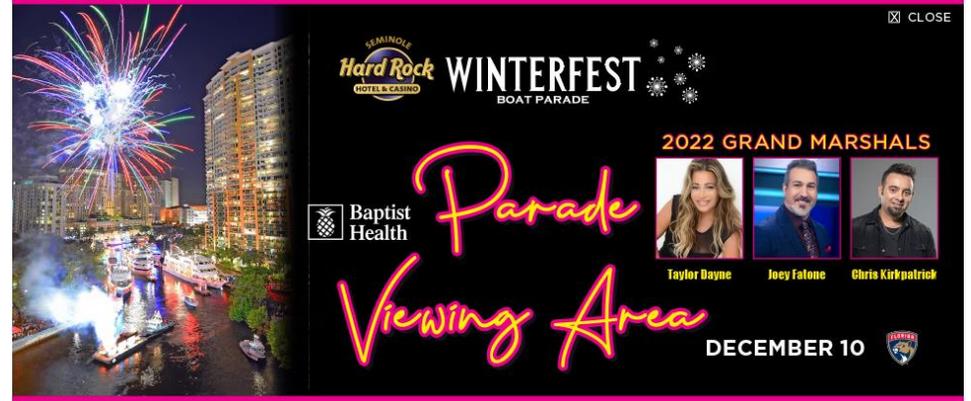
Impressions:
52,532

Clicks:
86

CTR:
0.38%



Ad Unit: Full Page Reskin/Interstitial
Impressions: 3,320 Clicks: 25 CTR: 0.75%



Ad Unit: Pushdown 970x90 Impressions: 2,905 Clicks: 23 CTR: 0.79%



Ad Unit: Mobile 320x50 Impressions: 2,599
Clicks: 211 CTR: 0.42%

FAMILIES & SAVINGS NEWSLETTER

Season of giving: Toy drives & more | Olympic medalist to have swim clinic | Gardening guide | Winterfest Boat Parade & other Christmas festivities in South Florida

Deployment Date:
12/7

Emails Sent:
100,000

Email Opens:
21,867 (21.87%)

Clicks:
2,578 (2.58%)

Ad Unit Clicks:
277

Open rate: Performed **45%** above email industry average of 15%

Click rate: Performed **72%** above email industry average of 1.5%

SOUTH FLORIDA SunSentinel

VIEW IN BROWSER DECEMBER 7, 2022 SUN-SENTINEL.COM

FAMILIES AND SAVINGS

ADVERTISEMENT



Season of giving: Drop off a toy to help South Florida families in need during the holidays



In the spirit of giving, here are ways to give back in Broward and Palm Beach counties this holiday season.



Olympic medalist Ryan Lochte to have swim clinic in Boca Raton



Twelve-time Olympic medalist Ryan Lochte, one of the most decorated swimmers and entertaining clinicians, will offer a swim session this month at Boca Raton High School's Aquatic Center.

Mobile School Pantry's 10th Gobble Giveaway brings healthy food to people in need



Mobile School Pantry's 10th Gobble Giveaway brings healthy food to people in need



Christmas celebration to get you in the holiday mood — South Florida style



Nothing is a good thing: Holiday pop-up shop offers retail alternative



'Singer' Taylor Dwyne talks about Saturday's Winterfest Boat Parade & more



It's gardening season: Here's a guide to South Florida's native and invasive plants




SUNSENTINEL.COM/ORLANDOSENTINEL.COM ADMAIL

Winterfest Boat Parade and Celebrations Light Up the Calendar

Deployment Date:
12/1

Emails Sent:
191,078

Email Opens:
8,481 (6%)

Clicks:
1,523 (1.00%)

Open rate: The industry average is 15%

Click rate: The email industry average is 2%

SunSentinel
MEDIA GROUP

The advertisement is a vertical banner with a black background and pink borders. At the top, it features the SunSentinel logo and the text 'ADVERTISMENT' and 'VIEW IN BROWSER'. The main content is divided into two sections. The top section is for the 'WINTERFEST BLACK TIE BALL' on December 3, presented by Broward Health, featuring a photo of four people on a red carpet. The bottom section is for the 'WINTERFEST BOAT PARADE' on December 10, presented by Baptist Health, featuring a photo of a boat parade at night with fireworks. Below the photo, it lists the 2022 Grand Marshals: Taylor Dayne, Joey Fatone, and Chris Kirkpatrick. At the bottom, there is a 'SIGN UP FOR NEWSLETTERS' button and social media icons for Facebook, Twitter, Pinterest, YouTube, and Instagram.

SUN SENTINEL E-EDITION IN FLOW SPONSORSHIP

Deployment Date:
12/5-10

Impressions:
114,406

Clicks:
409

CTR:
0.37%



Ad Unit: 970x250 Impressions: 43,612 Clicks: 177 CTR: 0.41%



Ad Unit: 300x250 Impressions: 70,795 Clicks: 232 CTR: 0.33%

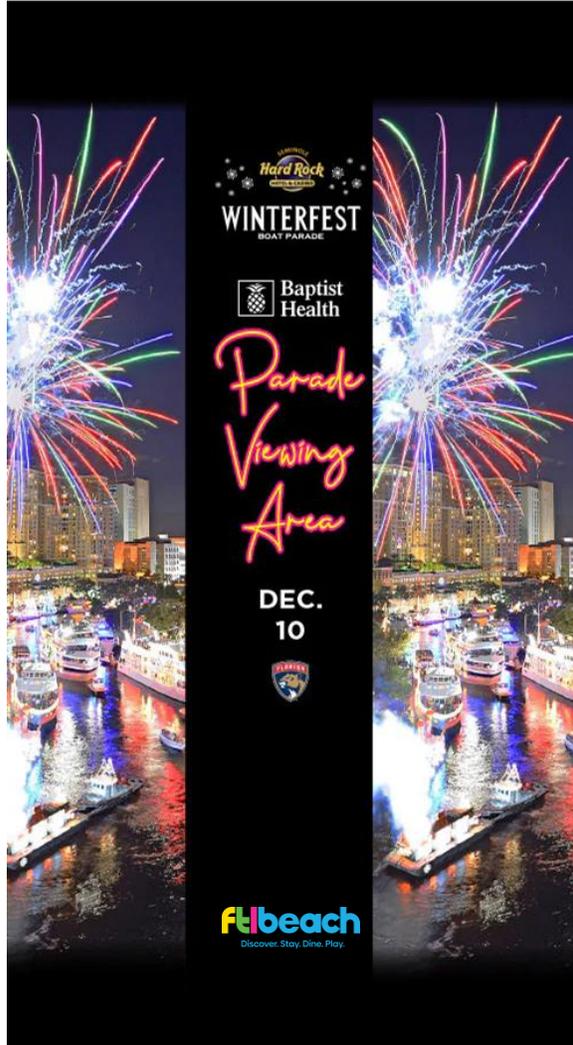
SUNSENTINEL.COM HOMEPAGE DOMINATION

Deployment Date:
12/5-10

Impressions:
78,741

Clicks:
203

CTR:
0.25%



Ad Unit: Full Page Reskin/Interstitial
Impressions: 13,615 Clicks: 141 CTR: 1.04%



Ad Unit: Pushdown 970x90 Impressions: 2,905 Clicks: 23 CTR: 0.79%



Ad Unit: 300x250 Impressions: 25,105 Clicks: 23 CTR: 0.09%

SUNSENTINEL.COM HOMEPAGE DOMINATION




WINTERFEST
 BOAT PARADE

Parade Viewing Area
DEC. 10


SOUTH FLORIDA
SunSentinel

Election results Sports Hurricane Tracker Eating Real Estate Going Out Opinion Lottery Puzzles

ADVERTISEMENT




WINTERFEST
 BOAT PARADE

Parade Viewing Area
2022 GRAND MARSHALS
 Taylor Dayne
 Joey Fatone
 Chris Kirkpatrick
DECEMBER 10

Most popular

Things we learned in Miami Dolphins' 33-17 loss to the San Francisco 49ers

1h

Dave Hyde: A lost Sunday with a Tua we hadn't seen and Dolphins defense that wasn't seen

1h



ADVERTISEMENT




WINTERFEST
 BOAT PARADE

Parade Viewing Area
2022 GRAND MARSHALS
 Taylor Dayne
 Joey Fatone
 Chris Kirkpatrick
DECEMBER 10




WINTERFEST
 BOAT PARADE
2022 GRAND MARSHALS
 Taylor Dayne
 Joey Fatone
 Chris Kirkpatrick


SUNSENTINEL.COM TOTAL IMPRESSIONS

Deployment Date:
11/27-12/4/22

Impressions:
355,690

Clicks:
730

CTR:
0.21%



Ad Unit: Full Page Reskin/Interstitial
Impressions: 3,320 Clicks: 25 CTR: 0.75%



Ad Unit: Pushdown 970x90 Impressions: 2,905 Clicks: 23 CTR: 0.79%



Ad Unit: Mobile 320x50 Impressions: 2,599
Clicks: 211 CTR: 0.42%

THE WEEKENDER NEWSLETTER

Weekend things to do: Watching World Cup and Gators-Noles, burlesque in Flagler Village, Britney brunch in Delray Beach

Deployment Date:
11/23

Emails Sent:
119,345

Email Opens:
19,178 (19.18%)

Clicks:
2,758 (2.76%)

Ad Unit Clicks:
165

Open rate: Performed **28%** above email industry average of 15%

Click rate: Performed **84%** above email industry average of 1.5%

SOUTH FLORIDA SunSentinel

VIEW EMAIL IN BROWSER NOVEMBER 23, 2022 SUN-SENTINEL.COM

THE WEEKENDER - SOUTH FLORIDA EVENTS

ADVERTISEMENT

Weekend things to do: Wa
Gators-Noles, burlesque in
Britney brunch in Delray B

Season of giving: How to help South Florida families in need during the holidays

Looking for ways to help out this weekend? Here are ways to give back to the South Florida community.

READ MORE

ADVERTISEMENT

Weekend things to do: Watching World Cup and Gators-Noles, burlesque in Flagler Village, Britney brunch in Delray Beach

Season of giving: How to help South Florida families in need during the holidays

Weekend roads: In two powerful new mysteries, racers exhale several missing girls

1.8 million immigrant firms American dream through StartupU Florida

Adopt a new pet with 'Black Family' specials at Humane Society of Broward County

Plus ahead: Get Tortuga Music Festival tickets to see Kacey Chasnoy, Maura Tysen & more

THINGS TO DO NEWSLETTER

Dazzling Nights return to Leu Gardens | 'True North' finds its magical way | Asian Lantern Festival shines bright

Deployment Date:
11/23

Emails Sent:
110,311

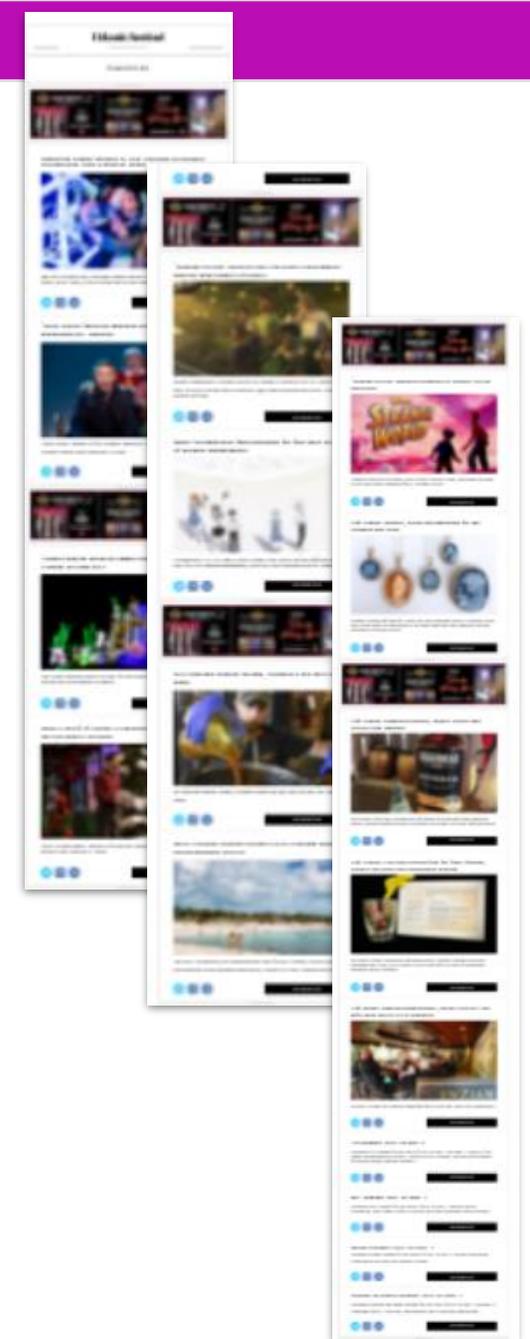
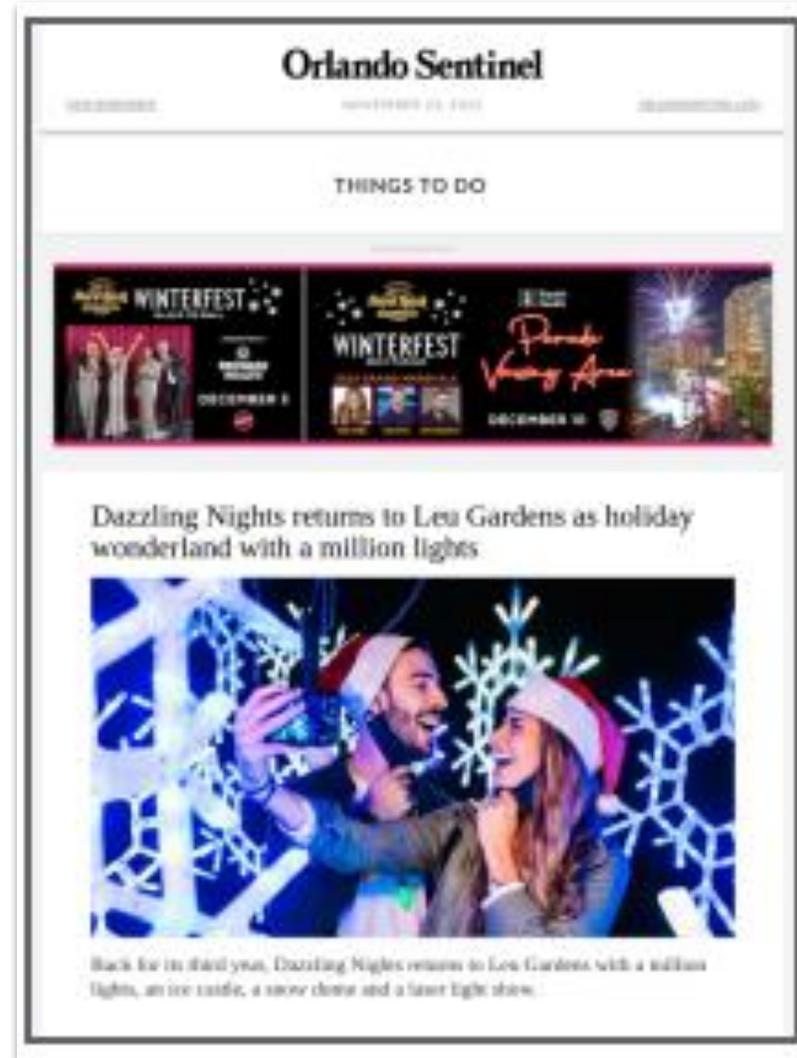
Email Opens:
25,012 (25.01%)

Clicks:
2,773 (11.06%)

Ad Unit Clicks:
287

Open rate: Performed **66%** above email industry average of 15%

Click rate: Performed **637%** above email industry average of 1.5%



FAMILIES & SAVINGS NEWSLETTER

Guide to holiday boat parades | 'Mean Girls' actor back in Boca | Kids Got Talent auditions coming | New high school gets name

Deployment Date:
11/30

Emails Sent:
119,345

Email Opens:
21,376 (21.38%)

Clicks:
2,185 (2.19%)

Ad Unit Clicks:
206

Open rate: Performed **42%** above email industry average of 15%

Click rate: Performed **46%** above email industry average of 1.5%



Sailing through a winter wonderland: Guide to South Florida's holiday boat parades



From Jupiter to Fort Lauderdale to Miami, South Florida will host eight holiday boat parades in December, with yachts sailing the Intracoastal and other waterways decked out in twinkling lights.



READ MORE



Cub Scouts deliver Thanksgiving fare to homebound in Delray Beach



Boca Raton Cub Scout Pack 324 continues a 15-year tradition of delivering Thanksgiving Day meals to homebound residents in Palm Beach County.



READ MORE

'Mean Girls,' 'Looking' star's 'Italian Mom Loves You' show comes to Boca Black Box



2022 Media - Digital



Neon Nightlife Under The Sea

2022 Paid Ads for Contest



PAID

- In addition to the Sponsorship campaign, Winterfest purchased advertising to increase awareness, using the same zip code targeting from the sponsorship campaign. Hotwire matched Winterfest's investment and included additional in-kind advertising in both of those DMAs.
- For the digital campaign, Winterfest targeted Adults 35+ with interests in boating, entertainment and travel in the Orlando market.

Targeted Zip Codes

32789, 32801, 32803, 32804, 32805, 32806, 32807, 32808, 32809, 32810, 32811, 32812, 32814, 32819, 32822, 32824, 32827, 32829, 32835, 32839

Paid: **\$14.8K**

Added Value: **\$17.5K**

Digital Reporting Winterfest Contest Campaign



FLIGHT

November 8th – November 20th 2022



TARGET

Orlando zips



CREATIVE

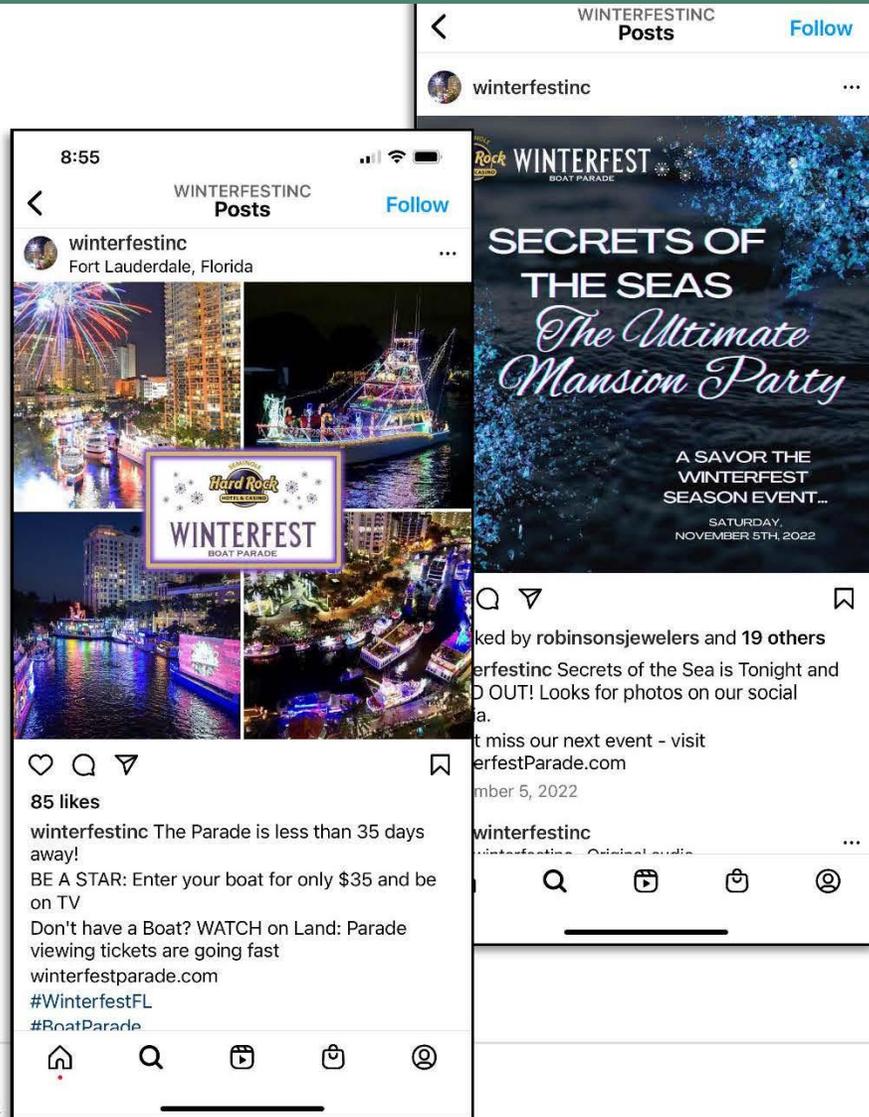
(2) 300x250 Cubes
Local: Play-cation Sweepstakes
Out of Market: Under the Sun Sweepstakes



Impressions | Clicks

414,625 | 226

2022 Recap - Digital



SOCIAL MEDIA CONTENT CREATION

- Our team created social content to help drive awareness and peak interest throughout the 2022 season. Content included, social media imagery, captions and a guidemap to posting.

Value: **\$3.5K**

[Social Media Assets](#)

Hotwire
COMMUNICATIONS

fision
Fiber Optics by Hotwire

2022 Partners Digital Promotions

93.9 MIA @939MIA · Nov 20, 2019

#Winterfest Family Fun Day is hitting Ft. Lauderdale's Huizenga Plaza this Sunday and #939MIA is inviting you! Beginning at 10am, celebrate the start of the holidays with family activities, prizes, food, and so much more!

For further information, visit:
ihr.fm/2QCB0PZ



Y100 MIAMI
Dec 6, 2022 · 🌐

The Seminole Hard Rock Winterfest Boat Parade Is This Saturday! <http://ihe.art/ATNgjsb>



y100.iheart.com
The Seminole Hard Rock Winterfest Boat Parade Is This Saturday! | Y10...

Like Comment Share

WSVN-TV was live.
Dec 10, 2022 · 🌐

Live from Fort Lauderdale it's the 2022 Seminole Hard Rock Winterfest Boat Parade!



Vivian Gonzalez is at Riverside Hotel.
Dec 11, 2022 · Fort Lauderdale · 🌐

10th year of Winterfest in the books and looking forward to next year. Happy Holidays!

WSVN-TV Winterfest Boat Parade
Seminole Hard Rock Hotel & Casino - Hollywood, FL



Samples from our media partners posting such as 939MIA and Y100 Miami Radio
And WSVN TV as well as their talent's post promoting

WSVN-TV
Dec 5, 2022 · 🌐

The Winterfest Boat Parade is called the Best Show on H2O and the traditional kick-off to the South Florida holiday season. You'll see WSVN there this Saturday night, as the Fort Lauderdale waters light up, but this past weekend Deco's Alex Miranda lit up the Winterfest black tie ball as the host.



wsvn.com
Deco's Alex Miranda hosts Winterfest black tie ball at Hard Rock Hotel and...



INFLUENCERS

thelauderdalelocal Message Follow

815 posts 16K followers 936 following

Fort Lauderdale Blog
 Personal blog
 Hi, I'm Callie
 Fort Lauderdale, Florida
 21 FTL Mag Best Local Lifestyle Blog
 Yelp Elite
 thelauderdalelocal@gmail.com
 #thelauderdalelocal
 www.thelauderdalelocal.com

Followed by kerryfas, belocalonhego, towerclubftl + 29 more



INFLUENCERS



dureeross Message Follow ...

1,240 posts 2,287 followers 2,428 following

Durée Ross
 👤 #Momprenneur
 📌 Founder @dureecopr
 📄 Strategic #PR & #Marketing
 📍 #SouthFlorida & #Aspen
 ⭐ Featured Forbes | Entrepreneur | Inman
 bitly.com/dureecopr

Followed by cindykaye27, dawnreaddiehl, jeremydboyd_miaminewtimes + 17 more



floridatenight Message ...

357 posts 23.2K followers 2,583 following

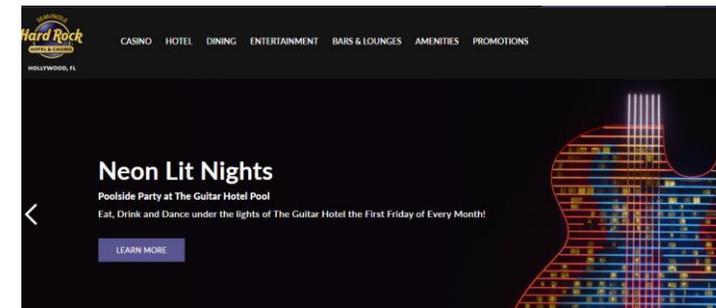
Florida Date Night
 Digital creator
 🍷 @bro0kie_Co0kie ❤️ @darrenheitner 🧠 @maxxheitner
 🌞 The Florida Experience
 🍴 Best Food. Event. Date Night Ideas
 📍 Florida & 🗺️ Date Night Travels

Followed by jessi_aberle, twomenftl, proudsob + 15 more

2022 Website & Email



Title Sponsor



Sponsor logos on partner page and various other locations on the website.

2022 Website & Email



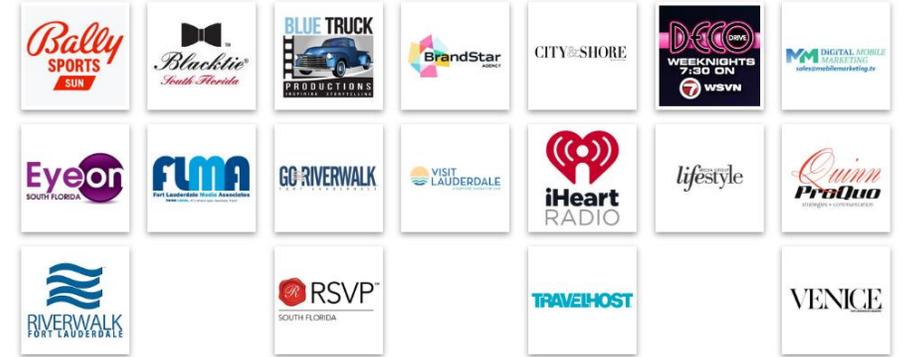
Official Bank of Winterfest



Official Sponsors



Media Partners



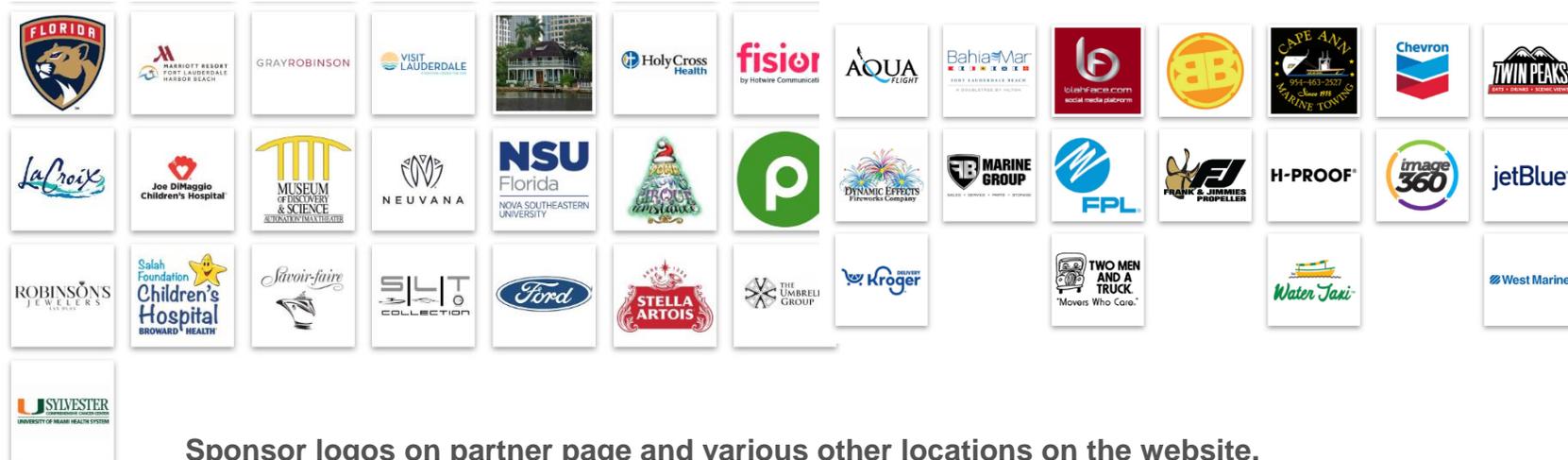
Founding Sponsors



Event Sponsors



Boat Parade Sponsors



Sponsor logos on partner page and various other locations on the website.

2022 Social Media Ads



4:58
Search

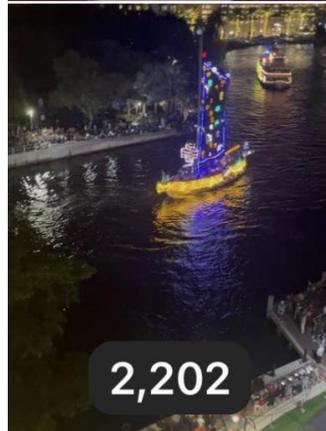
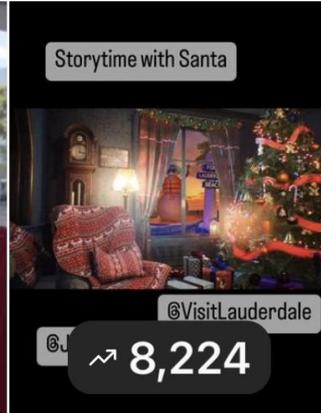
Ad results

Winterfest Boat Parade is in Fort Lauderdale.
Sponsored · 🌐

Be a Winner Winner 🏆🏆🏆
Enter to Win a Weekend Experience with Winterfest!
Visit winterfestparade.com and look under contests.
Airline Tickets ✈️ - Hotel Stay 🏨 and Grand Marshal Ex... See more

WINTERFEST
2022 GRAND MARSHALLS

Learn more



December 7, 2022 at 4:03 PM

48

0

5

7

Overview ⓘ

Accounts reached 1,422

Accounts engaged 55

2022 Social Media Ads



 **Taylor Dayne**
therealtaylordayne

therealtaylordayne · Instagram
79K followers · 800 posts
You've followed this Instagram account since 2022
You both follow jenniferaniston and 16 others

[View profile](#)

YESTERDAY 7:36 AM



winterfestinc
WINTERFEST
BOAT PARADE
12-10-22
BREAKING NEWS
Lightlife Under The Stars

Facebook | **Instagram**

Instagram

winterfestinc Sponsored



Santa Selfies

GRAB A FRIEND
GET YOUR FAMILY &
TAKE A SELFIE WITH SANTA!

SCHEDULE

- ❄️ 10/27 @ 12-3 PM
- ❄️ 10/28 @ 12-3 PM
- ❄️ 10/29 @ 12-3 PM
- ❄️ 10/30 @ 1-4 PM

Compliments of
WINTERFEST

*Santa Times subject to change without notice – he might be out feeding his reindeer.

Campaign

 **New Awareness Ad Set - Copy**
76,578 Reach
\$2.26 per Reach
• Completed

 **New Awareness Ad Set**
75,810 Reach
\$2.27 per Reach
• Completed

RESULTS

Maximum | 7 days | 1 day

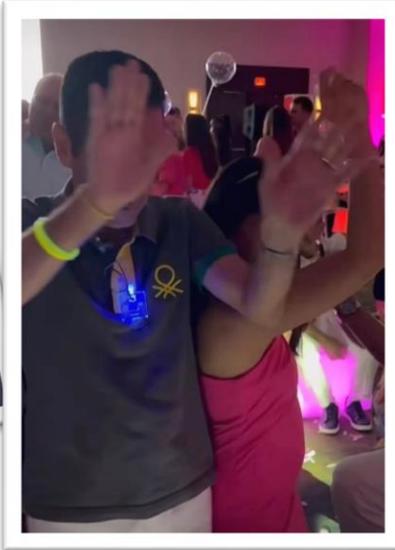
Dec 9, 2022- undefined

144,200
Reach



Cleveland Clinic
Florida

Register to Win a Pair of Tickets to Ride on the Grand Marshal Showboat in the Seminole Hard Rock Winterfest Boat Parade on Saturday, December 10th.
(Value of \$600)

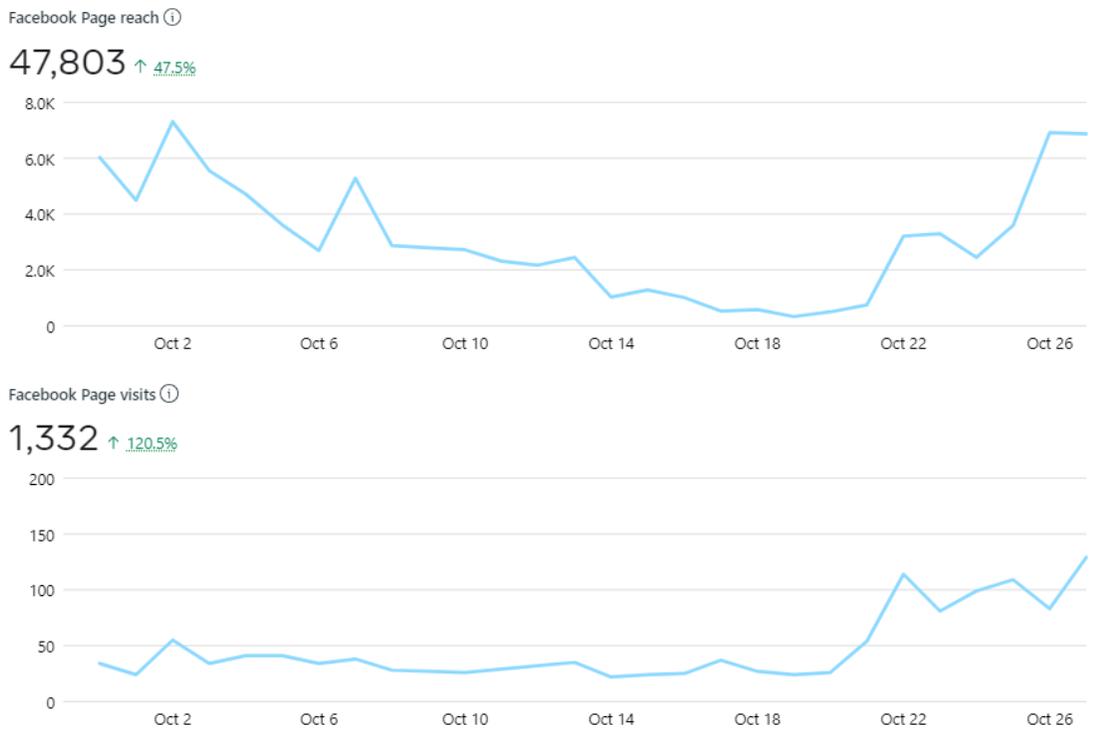


Facebook Reach post images, clips

Performance

| Reach | Reactions, comments and sh... | Results |
|---------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------|
| Total 7,442 | Total 48 | Total 260 |
| This post reached more people than 100% of your 50 most recent Facebook posts and stories. | | |
| This post received more reactions, comments and shares than 98% of your 50 most recent Facebook posts and stories. | | |
| This post received more link clicks than 94% of your 50 most recent Facebook posts and stories. | | |
| Reach | Reactions | Link clicks |
| 7,442 | 37 | 260 |
| | Comments | |
| | 8 | |
| | Shares | |
| | 3 | |

Results



2022 Social Media Ads



Mobile Marketplace

Winterfest ...
Sponsored

Join Us to Watch the Parade

Enjoy a festival environment with live entertainment, vendors and Santa! When the sun goes down, the Seminole Hard Rock Winterfest Boat Parade lights up the area with 100 festive and decorated boats. SAVE \$5 with promo code WFS1

<https://winterfestparade.com/events/parade-viewing-area>

People reached

13,778

Link clicks

421

Facebook Instagram

Facebook Stories

Winterfest Boat Parade
Sponsored

Santa Selfies

GRAB A FRIEND
GET YOUR FAMILY &
TAKE A SELFIE WITH SANTA!

SCHEDULE

- 10/27 @ 12-3 PM
- 10/28 @ 12-3 PM
- 10/29 @ 12-3 PM
- 10/30 @ 1-4 PM

Compliments of

WINTERFEST BOAT PARADE

See Caption

Learn more

Winterfest Boat Parade
Sponsored · 🌐

The Parade is less than 35 days away!

BE A STAR: Enter your boat for only \$35 and be on TV

Don't have a Boat? **WATCH** on Land: Parade viewing tickets are going fast [winterfest...](#) See more

WINTERFEST BOAT PARADE

People reached

28,321

On-Facebook Leads

1,256

Winterfest Boat Parade
Sponsored · 🌐

Enter your decorated boat in the Seminole Hard Rock Winterfest Boat Parade on December 10, 2022.

This year's theme: **Neon Nightlife Under the Sea**

2022 Poster and Shirt... See more

WINTERFEST BOAT PARADE

Enter Your Boat Today!

Near Nightlife Under The Sea

winterfestparade.com

ENTER YOUR BOAT TODAY - Seminole...

[Get Tickets](#)

2022 Social Media Ads - Yelp



Seminole Hard Rock Winterfest Boat Parade

★★★★☆ 17 reviews

Festivals

512 NE 3rd Ave



Seminole Hard Rock Winterfest Boat Parade

★★★★☆ 17 reviews

See all 905 photos



Winterfest

★★★★☆ 3 reviews

Claimed • Festivals Edit



Save

<http://www.winterfestparade.co...>

(954) 767-0686



Winterfest

★★★★☆ 3 reviews

Festivals

512 NE 3rd Ave

Get your Tickets to Watch the Parade - Enter our Contests - Spend the Weekend - Enter Your Boat -

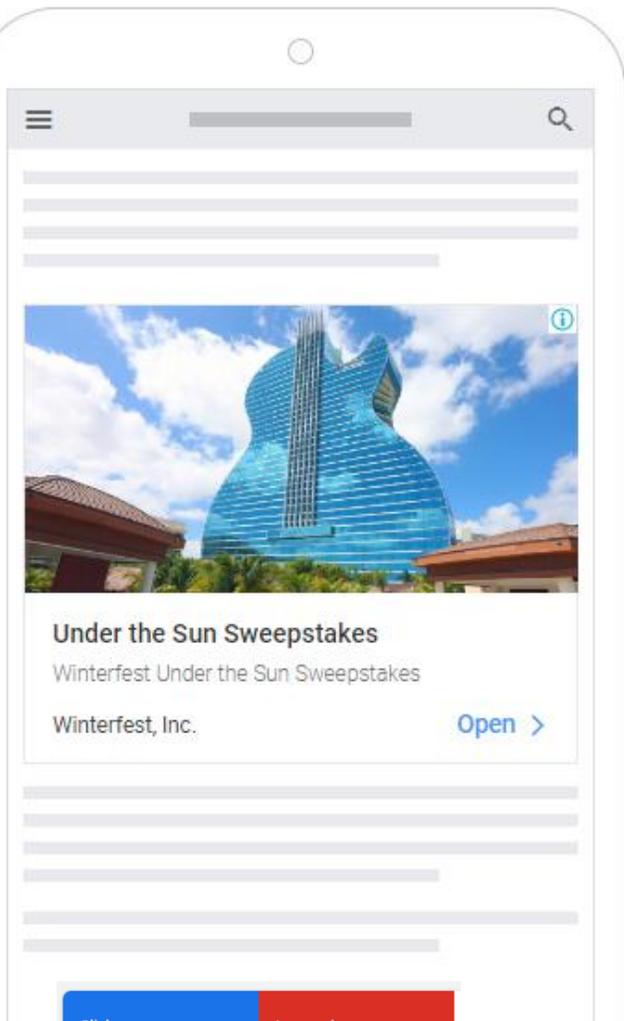
People are checking out your Yelp Ads 2094 leads in the last 14 days

Sat 11/19/2022 8:34 PM

3158 leads in the last 30 days

Sun 12/4/2022 9:43 PM

2022 Social Media Ads - Google



Clicks **5.82K** Impressions **288K**

Ad · winterfestparade.com

Parade Viewing | Tickets Only \$25 | Best Seats on the Intracoastal

Seminole Hard Rock Winterfest Boat Parade 12/10/22. Enjoy a Festival Atmosphere and Concert before & after...

Impressions **288K**
How often your ads were shown

Clicks **5.82K**
Actions on your ads

Ad

Free Family Fun 11/20/22

Joe DiMaggio Children's Hospital, Public and other Winterfest Partners bring Free Fun

| Ad | Impressions | Clicks | CT |
|---------|-------------|--------|-------|
| Enabled | 356,639 | 13,090 | 3.67% |

Ad · winterfestparade.com

Enter Your Boat in the Parade | Winterfest Magic | Be a Star in the...

Ad · winterfestparade.com

Enter Your Boat in the Parade | Winterfest Magic | Be a Star in the...

The Seminole Hard Rock Winterfest Boat Parade. The One-of-a-kind Parade of Beautifully Decorated Boats of All Sizes.

Call business

Impressions **115K**
How often your ads were shown

Clicks **6.74K**
Actions on your ads

Sample of 12 campaigns:
Contest, Video and Smart Campaigns

Impressions 115K to 357K

2022 Social Media

Winterfest Boat Parade
Published by Kathleen Keleher · December 4, 2022 · Hollywood ·

2022 Seminole Hard Rock Winterfest Black Tie Ball presented by Broward Health in association with RNDC (brands such as Deep Eddy - Imagery Wines - Maestro Dobel Tequila) / Hotwire Communications Welcome Reception / Fidelity Investments Silent Auction / Carroll's Jewelers / Broadway Across America / Entertainment sponsored by DEX Imaging - Event produced by Seminole Hard Rock Hotel & Casino - photos by Ginny Fujino — at Seminole Hard Rock Hotel & Casino - Hollywood, FL.



Winterfest Boat Parade
Published by Kathleen Keleher · December 10, 2022 · Hollywood ·

2022 Seminole Hard Rock Winterfest Grand Marshal Reception - In Concert
Taylor Dayne, Joey Fatone, and Chris Kirkpatrick — at Seminole Hard Rock Hotel & Casino - Hollywood, FL.



Winterfest Boat Parade
Published by Kathleen Keleher · December 10, 2022 · Hollywood ·

2022 Seminole Hard Rock Winterfest Grand Marshal Reception - In Concert
Taylor Dayne, Joey Fatone, and Chris Kirkpatrick — at Seminole Hard Rock Hotel & Casino - Hollywood, FL.



Winterfest Boat Parade · Follow
December 17, 2022 ·

Get ready - Winterfest takes over your television Sat. Dec. 17 @ 9 pm on WSVN-TV

YOUTUBE.COM
2022 Seminole Hard Rock Winterfest Boat Parade Television Show Promo
51 Years of Magic with Winterfest - the first airing of the television show 12/17/22

Winterfest Boat Parade
Published by CoSchedule App · January 27 at 10:06 AM ·

Great Memories from our 2022 Three Grand Marshals!
Thank you @WSVN Channel 7 for capturing the moments at the @HardRockHolly - Seminole Hard Rock Hotel & Casino
This Friday's Flashback brought to you by @VisitLauderdale

YOUTUBE.COM
2022 Seminole Hard Rock Winterfest Grand Marshal Reception
2022 Seminole Hard Rock Winterfest Grand Marshal Reception presented by Sylvester Compre...

2022 Social Media Ads



Winterfest Boat Parade is in Fort Lauderdale.

Sponsored · 🌐

Be a Winner Winner 🥰 🏆 🥰 🏆
Enter to Win a Weekend Experience with Winterfest!.

Visit winterfestparade.com and look under contests.

Airline Tickets ✈️ - Hotel Stay 🏠 and Grand Marshal Ex... See more

Hard Rock WINTERFEST BOAT PARADE
2022 GRAND MARSHALS



Taylor Dayne



Joey Fatone



Chris Kirkpatrick

PLUS ...

• (2) Two Tickets to the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Reception sponsored by the Sylvester Cancer Center on December 9, 2022.

• (2) Two Tickets onboard the Seminole Hard Rock Winterfest Boat Parade Grand Marshal Showboat sponsored by Fifth Third Bank on December 10, 2022.

Must be 21 years of age or older and live in the continental United States - Complete rules and restrictions visit y100.com

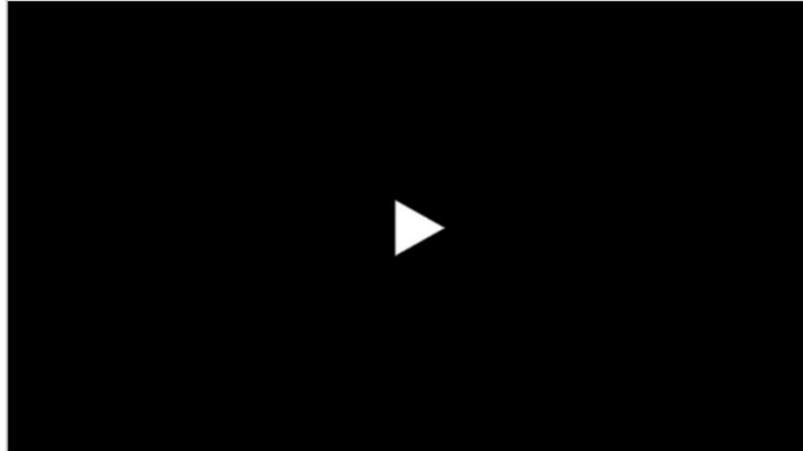
winterfestparade.com
for details



Winterfest Boat Parade

Sponsored · 🌐

Got a Boat? Do You Decorate It?
Join the Parade and Be on TV! Only \$35 to enter!



winterfestparade.com
Parade Application |
The Seminole Hard Ro...

Sign up



Winterfest Boat Parade is at Esplanade Park.

Sponsored · 🌐

Catch Santa as he travels the area of Broward County on his way to the [Joe DiMaggio Children's Hospital Winterfest Family Fun Day](#) presented by Publix in Fort Lauderdale on Sunday, Nov. 20 starting at 10 am [#visitfl...](#) See more

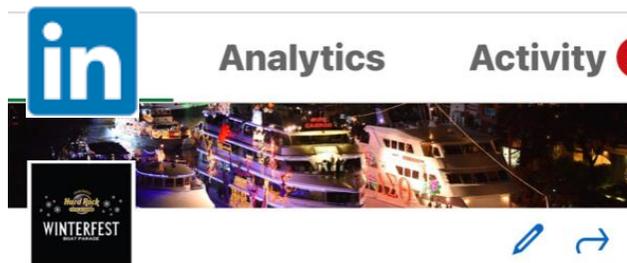


winterfestparade.com
The Seminole Hard
Rock Winterfest B...

Learn more

2022 Social Media

All of Winterfest's social media platforms host the Parade's logo and/or Parade name including title sponsor. Winterfest averages six to twelve paid advertisements within 30-day timeframes during 4th quarter with many promotions enhanced by Winterfest partners.



Winterfest, Inc.

"Best Show on H2O" - Celebrating since 1971

Events Services • Fort Lauderdale, FL



Winterfest Parade

@WinterfestInc

Seminole Hard Rock Winterfest Boat Parade - The Best Show on H2O - #WinterfestFL - December 16, 2023.

#WinterfestFL

Fort Lauderdale, Florida

winterfestparade.com

Born December 15, 1971

Joined March 2009

1,974 Following 3,415 Followers

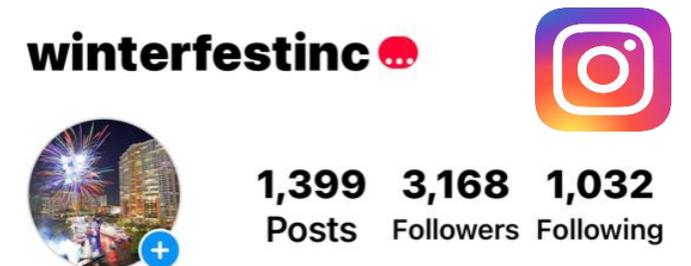
Tweets Tweets & replies Media

Winterfest Parade @W... · 3d

Getting ready for the Winterfest Volunteer Party @ Piazza Italia
❤️ our Volunteers

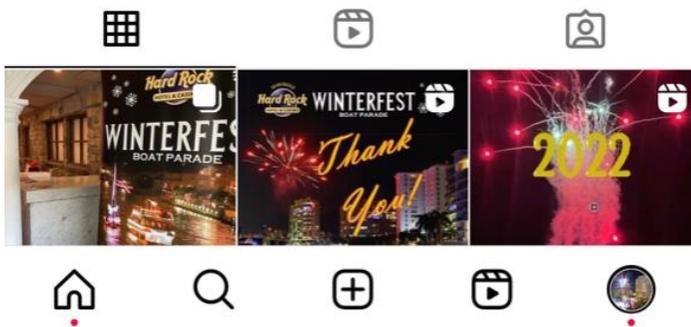
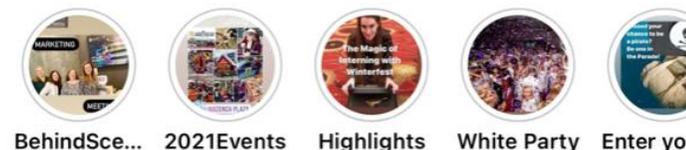


Home Search Profile Alerts Messages



Winterfest, Inc.

Save the Date: Seminole Hard Rock Winterfest Boat Parade is 12-16-23. A favorite event for the holiday season.



2022 Media - Banners & Mobile Billboards



Neon Nightlife Under The Sea

2022 Street Banners and Promotions

In 2019, 2021 and 2022 - Winterfest turned to more mobile for advertising for the organization

- **Mobile Trucks** with routes on main arteries such as Federal Hwy. from Las Olas to 62nd Street, 441, University Drive and Las Olas Boulevard from Sept 22 – Dec. 10
- **Water Taxi** advertising from Oct. – Dec. 5
- **80 Street Banners** on A1A, Federal Hwy., near entrances of I-95 on Broward, Sunrise, Oakland and Commercial Blvd.



2022 Media - Printed Magazines



MAGAZINES

Neon Nightlife Under The Sea

2022 Magazine Ad Samples

Plan the Perfect Family Vacation with WINTERFEST
 Enjoy everything Fort Lauderdale and Broward County has to offer Sun, Fun and tickets to the Best Show on H2O.

SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE
 DECEMBER 10, 2022

WEEKEND GET-A-WAYS are just a scan from your phone or click on the website.

EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com

SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE
 12.10.22

Non-Nightlife Under The Sea

2022 GRAND MARSHALS

VIEW BY LAND:
 Experience the 51st Anniversary of the Seminole Hard Rock Winterfest Boat Parade.

PARADE VIEWING AREA
 • Enjoy a festival atmosphere
 • Culinary Courtyard
 • Free Activities.

Live Entertainment before and after the Best Show on H2O!
 Located off Las Olas Boulevard and the Intracoastal - just a few blocks from the beach and parking.

VIEW BY SEA:
 Contact the Winterfest Office regarding tickets on Showboats in the Parade.

WATCH ON TV:
 Watch the Winterfest® Television Special on WSVN 7. Airing dates and times will be noted on WinterfestParade.com.
 Watch it live on Fort Lauderdale's city station Comcast Channel 78. Check our website for details and video highlights of events throughout the season.
 Winterfest will also have a Live Storytime with Santa on December 15.

SHANE DUNCAN BAND

 SOUTHERN BLOOD

TAYLOR DAYNE

JOEY FATONE

CHRIS KIRKPATRICK

 See this year's in Captain LUNA MARIA representing Fort Lauderdale Charitable Foundation

EVENT & TICKET INFORMATION
 954-767-0686 | WinterfestParade.com

SCAN TO ORDER TICKETS

SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE

Non-Nightlife Under The Sea

DECEMBER 10

BE A PART OF 2022 WINTERFEST CELEBRATIONS

- October 21 Launch Party
- November 5 Secrets of the Seas A Maritime Masquerade Soiree
- November 20 Family Fun Day Esplanade Park
- December 3 Black Tie Ball
- December 6 Skipper's Meeting
- December 9 Grand Marshal Reception
- December 10 Seminole Hard Rock Winterfest Boat Parade

EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com

2022 Souvenir Journal Ad

2022 Lifestyle Magazines
November Issue included the Winterfest Souvenir Journal

Lifestyle Readership - 225K

Lifestyle Direct Mail Distribution - 75K

Seven (7) Publications

- Las Olas = Fort Lauderdale, Pompano, LHP, Lauderdale By The Sea, Deerfield, Hillsboro
- West Broward = Plantation, Davie, Pembroke Pines, Cooper City
- Weston/SW Ranches
- Parkland/Coral Springs
- Boca/Delray
- Aventura/Hollywood
- Doral

MEDIA GROUP
lifestyle

The Newsletter printed separately distributed and mailed by Winterfest.

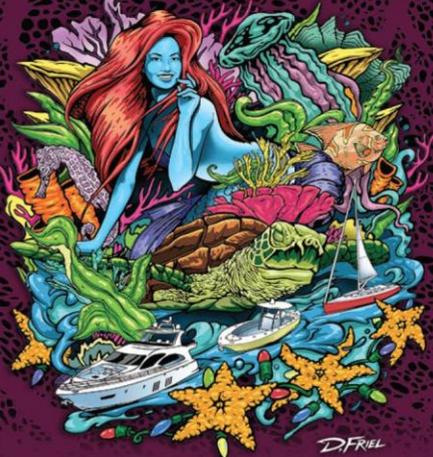
QR CODE | LIFESTYLE MAGAZINE SPECIAL SECTION *lifestyle*



WINTERFEST

BOAT PARADE

Neon Nightlife
Under The Sea



CITY OF FORT LAUDERDALE | VISIT LAUDERDALE

The Tradition Continues... With a new logo look and theme for WINTERFEST® 2022

Winterfest's® new corporate logo will be unveiled to the public during this year's Parade.

Are you ready for the 12-mile Holiday Block Party on Saturday, December 10th? We are excited to invite our community, visitors, television and online audiences to celebrate the holidays, in South Florida's unique style; with boats as Parade floats. The Winterfest® organization, producers of the Seminole Hard Rock Winterfest® Boat Parade, celebrates 51 years with a new logo and additional live entertainment within this heart-warming family tradition. Starting in Fort Lauderdale's Downtown area on the New River, up to Lake Santa Barbara on the Intracoastal Waterway in Pompano Beach, this is the biggest holiday event in Broward County. Each year there is a unique new theme, capturing and highlighting the magic of the area and event. When you combine South Florida's nautical beauty with its electrifying energy; our theme says it all "Neon Nightlife Under the Sea." We encourage everyone to participate and bring this holiday tradition to life with lighted decorations from paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts. If you are viewing along the Parade route, we encourage you to decorate your home or business. Our Parade participants will enjoy your efforts and you might get a shout out from our Grand Marshals. Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the intracoastal.

Don't miss out! Enter your boat, purchase tickets or become a partner.

Happy Holidays! See you at the Parade.

Winterfest Team



Winterfest Team: Kathy Kelebec, Chairman of the Board; Mark Swenson, Dawn Dishi and Lisa Scott-Founds

VOL. 28 | ISSUE 1 NOVEMBER 2022
"The World's Most Watched Boat Parade" captivates over 1 million spectators annually.
Call 954-767-0686 or visit WinterfestParade.com #WinterfestFL | Like us on Facebook

SEMINOLE HARD ROCK HOTEL & CASINO proudly produces the

WINTERFEST

BLACK TIE BALL

Presented by **BROWARD HEALTH**

In association with

DECEMBER 31RD

The Seminole Hard Rock Winterfest® Black Tie Ball presented by Broward Health kicks off the Holiday Season with musical milestones from the North American Tour of TINA. It will have the energy of the iconic rockier, meshed with the style and sophistication of the Black Tie Ball. Guests will have the "Satisfaction" of the adrenaline highlights of the Broadway play, with an additional entertainment featuring the 12-piece band, Private Stock sponsored by DEX Imaging, the Hotwire Communications Welcome Reception featuring Republic National Distributing Company will have cocktails, bubbles, wines, and spirits flowing. The Deep Eddy Whisky, Brugal Rum, Berry Martin, Cointreau Liqueur, Strewball Whiskey, Investments Silent Auction. Attendance at the event is not required to bid on items. Simply visit Winterfest.home.que.net and start bidding TODAY on jewelry, cruises, experiences, vacations, airline tickets from the Florida Sports Memorabilia Shopping Spree, a Casa Calabaria / Ocean Man experience with Below Deck Star Captain Le Harbor Island and an Explora Journeys for Duke and Supper and Parade Party. Capture all the fun with photos on bags compliments of Fifth Third Bank (\$5,000 tables are sold out). View www.winterfest.com/veert/black-tie-ball

DISCOVER YOUR RHYTHM.

PARADISE MEETS PLAYGROUND

Escape the every day and indulge yourself in a truly extraordinary gateway with limitless possibilities.

• 24,000 sq. ft. for use and purposes
• 100,000 sq. ft. of outdoor pool
• 100,000 sq. ft. of outdoor pool
• 100,000 sq. ft. of outdoor pool
• 100,000 sq. ft. of outdoor pool

© 2022. You are welcome to book for a quality holiday photo.

GO RIVERWALK

FORT LAUDERDALE'S CITY MAGAZINE



A PUBLICATION OF RIVERWALK FORT LAUDERDALE • SINCE 2003 • VOL. 19 NO. 11 NOVEMBER 2022



2022 SEMINOLE HARD ROCK
WINTERFEST BOAT PARADE

D FRIEL

SEA LIFE WITH WHIMSY

LOCAL MARINE ARTIST DENNIS FRIEL CREATES THIS YEAR'S WINTERFEST POSTER

WRITER KATHY KELEHER,

MARKETING AND PARADE DIRECTOR, WINTERFEST INC.

Dennis Friel has been selected as the official poster artist of the 2022 Seminole Hard Rock Winterfest Boat Parade. His artwork depicting the theme, "Neon Nightlife Under the Sea," will be unveiled during the Winterfest Launch Party on Oct. 21. "Winterfest has long been one of my favorite holiday boating events," Friel said. "It captures the best of South Florida, combining boating, our waterways, and the diversity of the community, in music and lights. I am a native of this area and grew up watching the parade. I am honored to be creating this year's poster, with a nod to this area's sea life with a touch of neon whimsical. I hope this poster brings awareness of the underwater beauty of our waters and adds a fun nautical flair of fantasy. This poster combines my love for marine life and my interpretation of sea fare tales." In addition to the poster, Friel's artwork will be featured on shirts, and burgees specifically made for this year's event.

This is the first time Friel has been selected as a Winterfest poster artist. Friel works with a wide range of mediums to create his art in the marine industry and community. He is known for bringing game fish and underwater environments to life with vivid imagery that shows the constant flow of the ocean and the power of its predators. "I'm striving to be different and go against the grain of what's been out there," he said. "I try to challenge myself on every project to come up with new things that have never been seen." Friel is expected to view the parade as a judge along the staging area in Downtown Fort Lauderdale.

SEMINOLE HARD ROCK
WINTERFEST BOAT PARADE
Saturday, Dec. 10 | 6:30 p.m. | (954) 767-0686
www.winterfestparade.com



PHOTO BY DENNIS FRIEL

AQUATIC HOLIDAY FUN

WHO YOU'LL SEE AT THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

WRITER GO RIVERWALK STAFF

This holiday season will bring residents and visitors together to celebrate the annual Seminole Hard Rock Winterfest Boat Parade on Saturday, Dec. 10, with a memorable night of lights, music and fun along the waterways of Fort Lauderdale and Pompano Beach.

Private boats, giant showboats and mega yachts will make their way along the 12-mile route on the New River, all adorned with hundreds of thousands of lights, neon and nautical decorations. Keep your eye out for the boats featuring celebrities, musical groups and beauty queens.

WHO TO SEE

Here are a few of the parade showstoppers coming to South Florida's Waterways on Dec. 10 during the parade:

- Grand Marshal Taylor Dayne, singer, songwriter and actress
- Co-Grand Marshals Joey Fatone and Chris Kirkpatrick of the boy band sensation NSYNC
- Santa onboard Jungle Queen
- Nutcracker on board Water Taxi
- Winterfest Neon Nightlife Under the Sea "Octopus Garden" show float
- Aqua-Flight fire show
- Dinghies of Christmas with Winterfest
- Blue Foot Pirate Tours with Florida Renaissance Festival
- Florida Children's Theatre boat
- Rudolph in the Parade Sing-along entry
- Karaoke Show Float on board Ballyhoo
- H-PROOF on board Summerwind
- Blah Face LLC on board River Queen
- Country duo Tigirlily on board Breezy Tiki
- Three-piece band Kerst Lehmann & Black Tie Optional
- Three-piece band Ricky Valido & The Hialeah Hillbillies
- Four-piece band Tairon Aguilera

CELEBRITIES

Celebrities who will be attending Winterfest's various events throughout the season:

- Parade Captain: Bravo's Below Deck Captain Lee
- Miss Florida USA Taylor Pulford
- Miss Florida Teen USA Alyssa Khan
- City of Fort Lauderdale Mayor Dean Trantalis
- Broward County Mayor Michael Udine
- Paul Castronovo, BIG 1059 iHeart Media personality

The Seminole Hard Rock Winterfest Boat Parade has been a beloved holiday tradition since 1971 when it first sailed through the beautiful waterways that have given Fort Lauderdale the name "Venice of America." The parade not only serves as a showcase for national and local businesses who have been partners for years, but also demonstrates South Florida's boaters unique twist on the holidays, with Parade floats that really float.

WANT TO GO?

Tickets available at www.winterfestparade.com.



This year's Seminole Hard Rock Winterfest Black Tie Ball presented by Broward Health will be honoring Belle of the Ball Lisa Duke and Commodore Steven Savor. The Black Tie Ball will be Dec. 3 but is sold out.



Tigirlily will be performing in the parade



Grand Marshal Showboat



Celsius Showboat

PHOTOS PROVIDED BY WINTERFEST

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

BOAT PARADE
DECEMBER 10

Joe DiMaggio Children's Hospital

FAMILY FUN DAY

NOV. 20
NEW LOCATION: ESPLANADE PARK

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

BLACK TIE BALL
DECEMBER 3

PRESENTED BY
BROWARD HEALTH

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

GRAND MARSHAL RECEPTION
DECEMBER 9

PRESENTED BY
SYLVESTER
COMPREHENSIVE CANCER CENTER
UNIVERSITY OF MIAMI HEALTH SYSTEM

2022 Grand Marshals

Taylor Dayne Joey Fatone Chris Kirkpatrick

Baptist Health

Parade Viewing Area

DECEMBER 10

OFFICIAL BANK OF WINTERFEST

DATES TO REMEMBER

NOV. 20 - JOE DIMAGGIO CHILDREN'S HOSPITAL WINTERFEST® FAMILY FUN DAY PRESENTED BY PUBLIC GREENWISE MARKET
at Esplanade Park. FREE fun for kids of all ages! Polar Express, face painting, sampling, Pet Rescue Row, Stoked On Salt Conservation Village and much more. Photo opportunities with Santa. Free giveaways and Live Entertainment.

DEC. 3 - SEMINOLE HARD ROCK WINTERFEST® BLACK TIE BALL PRESENTED BY BROWARD HEALTH
Spirits from Republic National Distributing, Co., Hotwire Fusion Welcome Reception, Fidelity Investments Silent Auction, Entertainment sponsored by DEX Imaging and special performances from the Broadway's TINA.

DEC. 6 - SKIPPER'S MEETING PRESENTED BY FRANK & JIMMIE'S PROPELLER, CHEVRON AND FB MARINE
Each entry will receive gas cards from Chevron & Goody Bag.

DEC. 9 - SEMINOLE HARD ROCK WINTERFEST® GRAND MARSHAL RECEPTION PRESENTED BY SYLVESTER COMPREHENSIVE CANCER CENTER
Honoring the Parade's Grand Marshals and celebrity guests, Jr. Captain, and Child Ambassador. Become a Sponsor - Get Invited!

DEC. 10 - BAPTIST HEALTH PARADE VIEWING AREA PRESENTED BY FLORIDA PANTHERS.
Stella Artois Culinary Courtyard featuring Twin Peaks, Live Entertainment and activities at Las Olas Intracoastal Promenade Park.

DEC. 10 - VIP VIEWING AREA PRESENTED BY HOLY CROSS HEALTH and NOVA SOUTHEASTERN UNIVERSITY
Hosted by the Riverside Hotel, Broward Mall Judging Area. Become a Sponsor - Get Invited!

DEC. 10 - SEMINOLE HARD ROCK WINTERFEST® BOAT PARADE
Winterfest Theme: "Neon Nightlife Under the Sea". Fifth Third Bank Grand Marshal Showboat featuring our host city - City of Fort Lauderdale. Kroger Delivery Fireworks, showstopper entries sponsored by Kroger Delivery Fireworks, WSVN, FPL, TWO MEN AND A TRUCK, H-PROOF, Blah Face, LLC, Republic National Distributing, Co., Twin Peaks Restaurant and more. Vote for your favorite entry to win Jet Blue tickets on the Winterfest App!

(Sponsor listed and event dates subject to change)

EVENT & TICKET INFORMATION

954-767-0686
WinterfestParade.com

BECOME A SPONSOR - GET INVITED!
Contact Lisa@WinterfestParade.com
#WinterfestFL



DOWNLOAD THE WINTERFEST APP
GET EVENT UPDATES - VOTE FOR YOUR FAV BOAT
WIN PRIZES



RIO VISTA
&
HARBOR BEACH
LAUDERDALE HARBOUR

HARBOR BEACH

LAS OLAS
BOULEVARD & ISLES

The Landings
&
BAY COLONY
Bay Colony Club

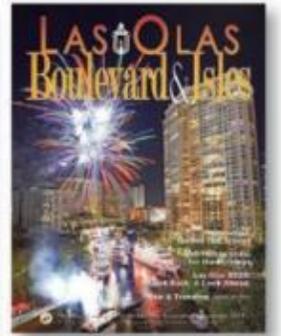
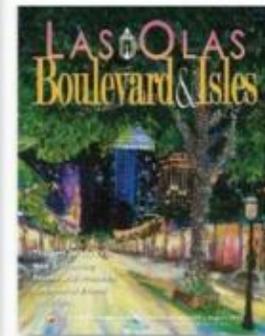
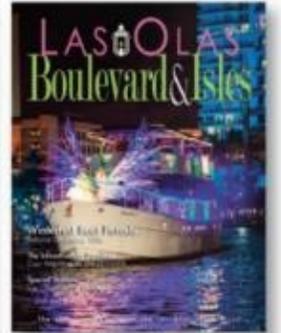
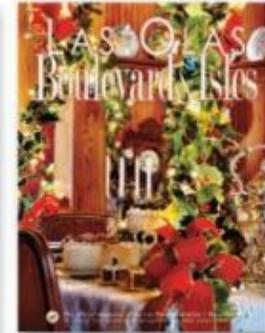
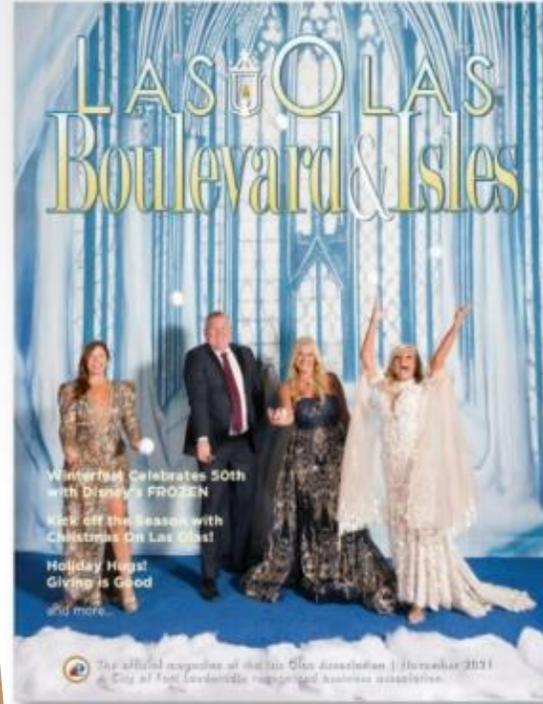
CORAL RIDGE

LAS OLAS

BOULEVARD & ISLES

Coming up in November

The Holidays Issue!



Fort Lauderdale's ONLY magazine dedicated EXCLUSIVELY to showcasing our fabulous Las Olas Downtown, Boulevard & Isles...The *Heart* of Fort Lauderdale!
FOR Las Olas...BY Las Olas...ABOUT Las Olas! We Invite you to join us!

LAS OLAS

BOULEVARD & ISLES
MAGAZINE



Season Preview

Fueling Our
Foodie Culture

Downtowner
of the Year

Get Your Tickets

Seminole Hard Rock Hotel & Casino
PROUDLY PRODUCES THE



WINTERFEST

BLACK TIE BALL

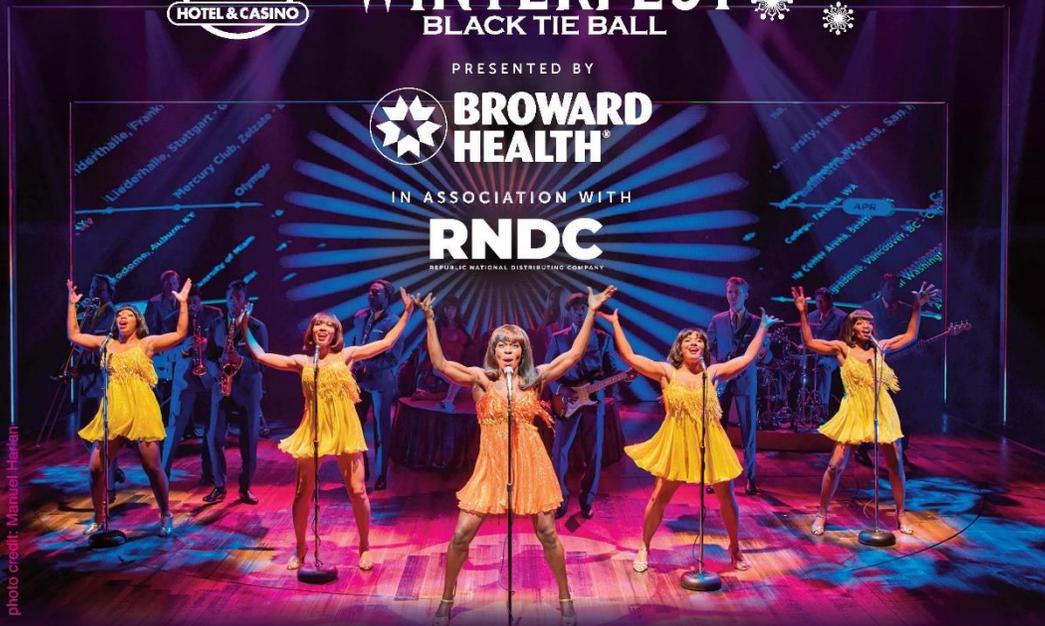
PRESENTED BY



IN ASSOCIATION WITH

RNDC

REPUBLIC NATIONAL DISTRIBUTING COMPANY



DECEMBER 3, 2022

6 PM – MIDNIGHT

DINING | DANCING
LIVE PERFORMANCES

FROM THE NORTH AMERICAN TOUR OF

Tina

THE TINA TURNER MUSICAL



Tables of 10 start at \$3,000. Scan our QR code for info and ticket information. 954-767-0686





RIO VISTA
 &
LAUDERDALE HARBORS

HARBOR BEACH

LAS OLAS
 BOULEVARD & SUI...

The Landings
 &
BAY COLONY
 Colony Club

CORAL RIDGE



WINTERFEST
 BOAT PARADE

Neon Nightlife Under The Sea

DECEMBER 10



DECORATE AND BE A PART OF THIS YEAR'S CELEBRATION!

- Be a Part of the Shoreline Extravaganza
- Opportunities for a Grand Marshal Shout-out of your Party during the Parade
- Sing along with the Karaoke Boat & see your Party on the screens
- Vote for your favorite decorated home/business and Parade entry for the chance to win prizes



EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com

OFFICIAL BANK OF WINTERFEST



SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

BOAT PARADE

DECEMBER 10



Baptist Health

Parade Viewing Area



TICKETS ARE NOW AVAILABLE

Joe DiMaggio Children's Hospital

FAMILY FUN DAY

NOV. 20

NEW LOCATION: ESPLANADE PARK



SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

BLACK TIE BALL

PRESENTED BY BROWARD HEALTH

DECEMBER 3

LIMITED NUMBER OF TICKETS AVAILABLE



STAY THE WEEKEND! CHECK OUT OUR WINTERFEST PACKAGES

SCAN THIS QR CODE. VISIT WINTERFESTPARADE.COM for tickets, hotel information and specials



954-767-0686 | WINTERFESTPARADE.COM | #WINTERFESTFL

VENICE

FORT LAUDERDALE'S MAGAZINE

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST

BOAT PARADE

Neon Nightlife Under The Sea

DECEMBER 10



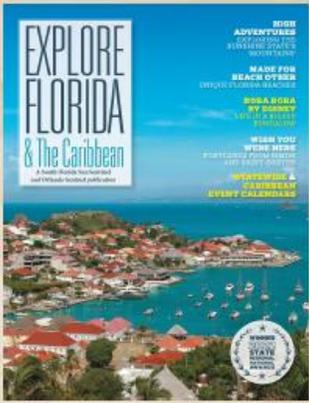
BE A PART OF 2022 WINTERFEST CELEBRATIONS



- October 21 Launch Party
- November 5 Secrets of the Seas - A Maritime Masquerade Soiree
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- December 6 Skipper's Meeting
- December 9 Grand Marshal Reception
- December 10 Seminole Hard Rock Winterfest Boat Parade

EVENT & TICKET INFORMATION | 954-767-0686 | WinterfestParade.com





Explore Florida

October 2022 Results
Published Oct 23, 2022

Extensive Promotion

- Published with E-Edition in all Tribune newspapers, more than 2.5M page views
- Sent to more than 1.2M Tribune email subscribers
- Sent to 200K South and Central Florida travel enthusiasts
- Featured on SunSentinel.com, OrlandoSentinel.com & CityandShore.com

Excellent Engagement

2.5M Page Views

45K Unique Visitors

55 Average Number of Pages Viewed

14 Average Minutes Spent with the Magazine

SEMINOLE
Hard Rock
HOTEL & CASINO

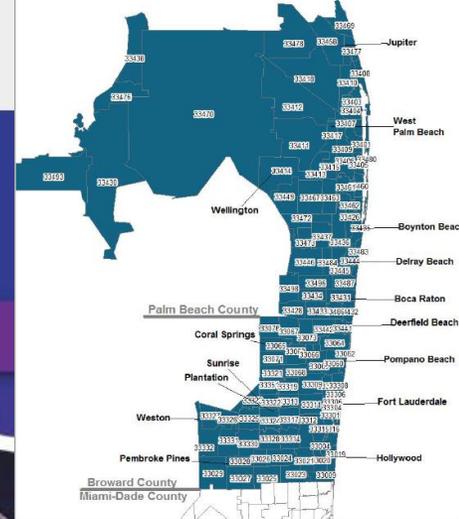
WINTERFEST
BOAT PARADE

Weekend with WINTERFEST

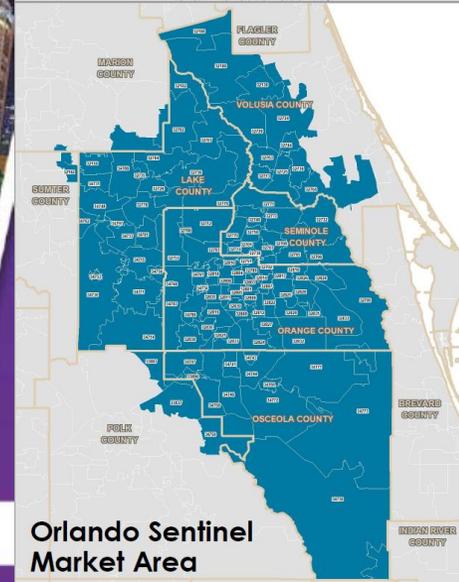
WEEKEND GET-A-WAYS
are just a scan from your phone
or click on the website.

VISIT LAUDERDALE | iHeart | WSVN | Bally SPORTS | FIFTH THIRD BANK

Sun Sentinel Market Area



Orlando Sentinel Market Area



EXTENSIVE PROMOTION

WE DROVE READERS TO THE OCTOBER ISSUE THROUGH A WIDE VARIETY OF PLATFORMS ACROSS ALL MARKETS



E-EDITION

- Published with the E-Edition of Tribune Newspapers
- 2.3 Million Page Views**
- 39,500 Unique Visitors**



TRIBUNE EMAILS

- Tribune Email received by more than **1.5 Million subscribers** in our Tribune Publishing database across all properties
- Open rate of **12%**
- In addition, an Email blast was sent to **115,000 travel enthusiasts** in the top income zip codes of New York, New Jersey and Georgia
- Viewed by **19%** of recipients



PAGE 0 AD UNIT

- Prominent ad positioned adjacent to front page of all Tribune E-Editions on October 23rd
- Impressions: 55,040**
- Clicks: 360**
- CTR: 0.66%**



LOCAL WEBSITES

- An electronic copy of the magazine lives on **SunSentinel.com, OrlandoSentinel.com & CityandShore.com**

Source: Quad Metrics and Google Analytics, October 23 – November 14, 2022.

EXPLORE FLORIDA & THE CARIBBEAN

Explore Florida & The Caribbean October 2022 Issue

PUBLISHING IN 2023

MAY 7TH IN PRINT & ONLINE

SPACE DEADLINE: APRIL 19TH AT 3:00 PM

OCTOBER 15TH ONLINE ONLY

SPACE DEADLINE: SEPTEMBER 22ND AT 3:00 PM

Explore Florida & the Caribbean is **your regional digital travel magazine**, reaching an audience of travel enthusiasts across all Tribune properties. 72% of Tribune's print and digital audience plan to take a vacation in the next 12 months.

INSPIRING MORE TRAVELERS IN YOUR FEEDER MARKETS

LEVERAGING OUR REACH, QUALITY & SCALE TO DELIVER RESULTS FOR YOUR TRAVEL BUSINESS



NO. 1 Media Company
in 6 of 9 markets

Kidman and husband
Keith Urban held hands
as they headed off to
visit her mother, Janelle.



Hitmaker's Parade

Hollywood, Fla., Dec. 10

*NSync's Chris Kirkpatrick and Joey Fatone were joined by "Tell It to My Heart" songstress Taylor Dayne as Grand Marshals of the 2022 Seminole Hard Rock Winterfest Boat Parade.



About

Subjects Beauty, Celebrities, Entertainment, Fashion and Wearing Apparel, Motion Pictures, Gossip

DMA New York, NY (1)

Type Magazine, consumer
Frequency Weekly

Circulation/Audience Reach 766,523

2022 Media - Printed Postcards



POSTCARD

Neon Nightlife Under The Sea

2022 Recap - Mailing



SOUTH FLORIDA

Print Sample - out of area targeting



WINTERFEST BOAT PARADE 2022 SUMMARY

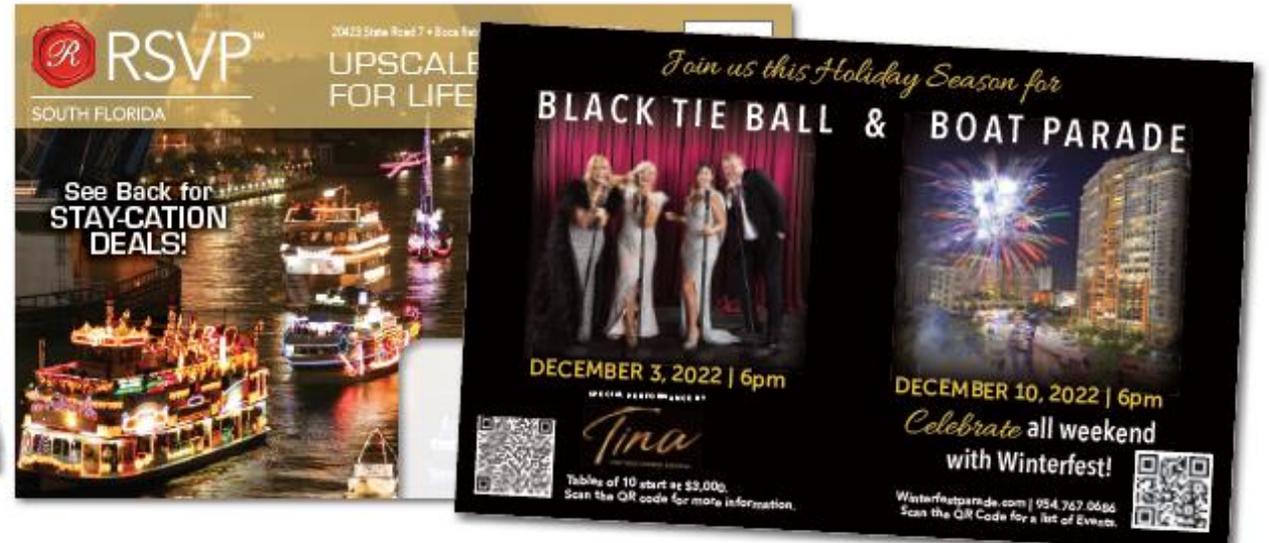
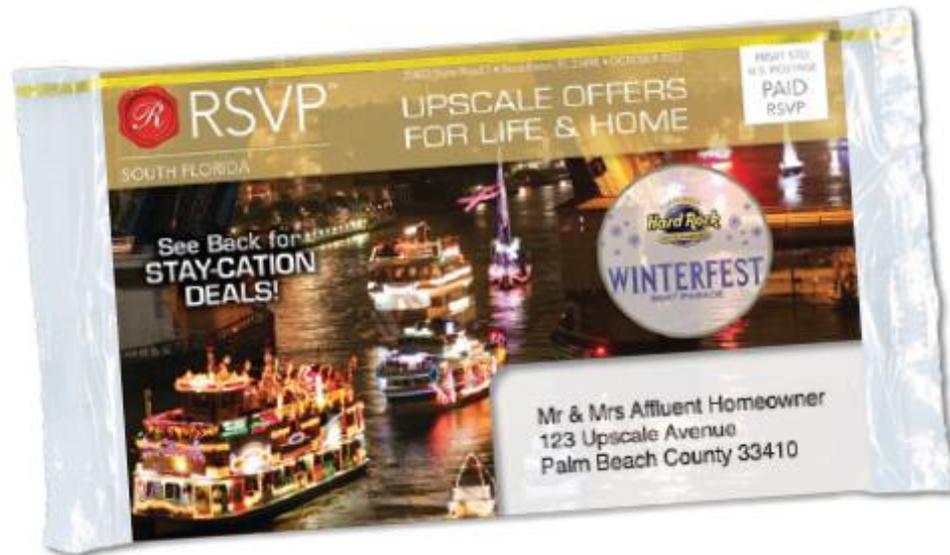
Total of 440,000 Affluent Homeowners



SOUTH FLORIDA

BROWARD COUNTY PROMOTION

Winterfest Boat Parade was featured on the front of the Winter Edition of RSVP's Luxury Card Pack mailed to 50,000 affluent homeowners in Central/North Broward County.





WINTERFEST BOAT PARADE 2022 SUMMARY

Total of 440,000 Affluent Homeowners



SOUTH FLORIDA

FLORIDA PROMOTION



ORLANDO & THE VILLAGES

Winterfest Boat Parade participated in the Winter Edition of RSVP's Luxury Card pack mailed to 120,000 affluent homeowners in the Orlando area.

PALM BEACH COUNTY

Winterfest Boat Parade participated in the Winter edition of the South & North Palm Beach County Luxury Card Pack going to a total of 100,000 affluent homeowners in this area.



WINTERFEST BOAT PARADE 2022 SUMMARY

Total of 440,000 Affluent Homeowners



SOUTH FLORIDA

OUT OF STATE PROMOTION



CHARLOTTE, NC

Winterfest Boat Parade participated in the Winter Edition of RSVP's Luxury Card Pack mailed to 120,000 affluent homeowners in the Charlotte area.

CAPE FEAR, NC

Winterfest Boat Parade participated in the Winter Edition of RSVP's Luxury Card Pack mailed to 50,000 affluent homeowners in the Cape Fear area.



WINTERFEST BOAT PARADE 2022 SUMMARY

Total of 440,000 Affluent Homeowners

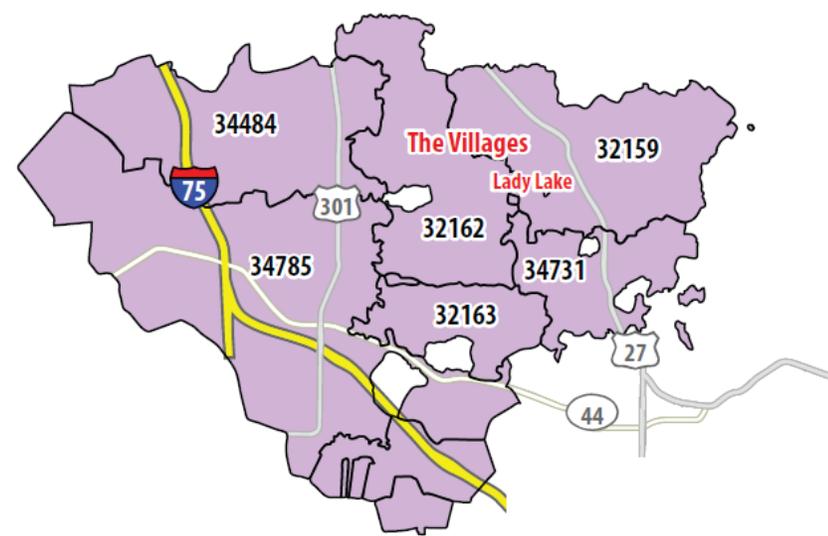


SOUTH FLORIDA

Sample of Zip Codes Postcards were mailed to:

VILLAGES DEMOGRAPHICS

Targeting the TOP 20,000 owner-occupied homes and representing The Villages' most affluent residents.



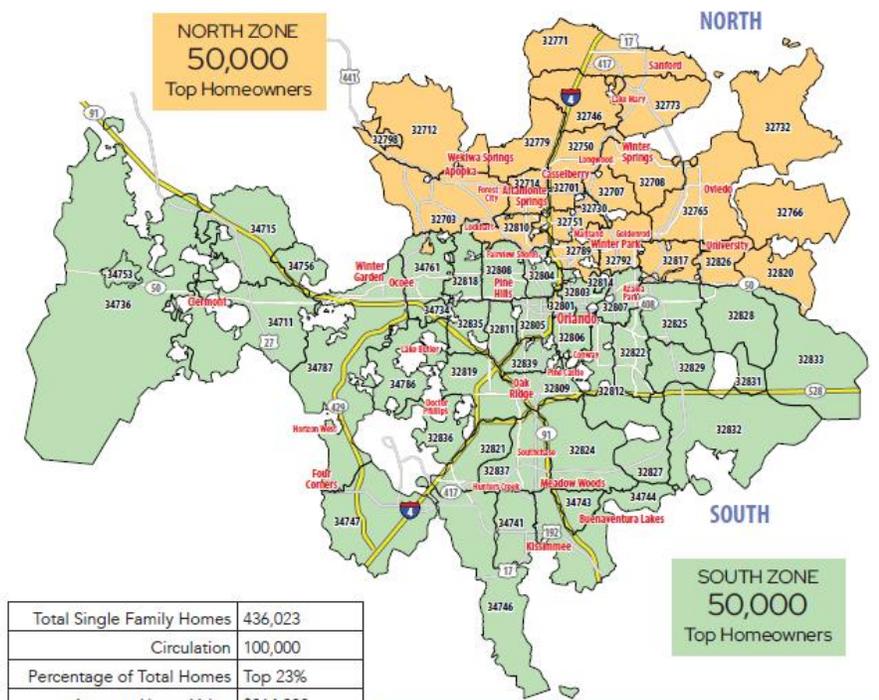
| | |
|---------------------------|-----------|
| Total Single Family Homes | 60,290 |
| Circulation | 20,000 |
| Percentage of Total Homes | Top 33% |
| Average Home Value | \$630,000 |
| Average Household Income | \$90,000 |

| ALL INCLUSIVE RATES | | |
|---------------------|----------------|-----------------------|
| CIRCULATION | SINGLE MAILING | ANNUAL RATE (4 times) |
| 20,000 | \$1,200 | \$995 |

| 2023 MAILING SCHEDULE | | | | |
|-----------------------|--------|--------|--------|--------|
| Jan 20 | Mar 23 | June 1 | Aug 10 | Oct 20 |
| | | | | |

ORLANDO DEMOGRAPHICS

Targeting the TOP 100,000 owner-occupied homes and representing the Orlando area's most affluent residents.



| | |
|---------------------------|-----------|
| Total Single Family Homes | 436,023 |
| Circulation | 100,000 |
| Percentage of Total Homes | Top 23% |
| Average Home Value | \$814,000 |
| Average Household Income | \$162,000 |

| 2023 MAILING SCHEDULE | | | | |
|-----------------------|--------|--------|--------|--------|
| Jan 20 | Mar 23 | June 1 | Aug 10 | Oct 20 |
| | | | | |

| ALL INCLUSIVE RATES | | |
|---------------------|----------------|-----------------------|
| CIRCULATION | SINGLE MAILING | ANNUAL RATE (4 times) |
| 100,000 | \$6,000 | \$5,000 |
| 50,000 | \$3,500 | \$3,000 |



WINTERFEST BOAT PARADE 2022 SUMMARY

Total of 440,000 Affluent Homeowners

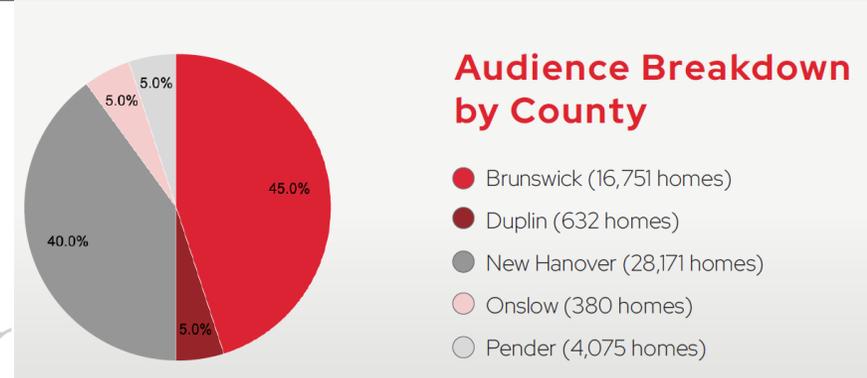
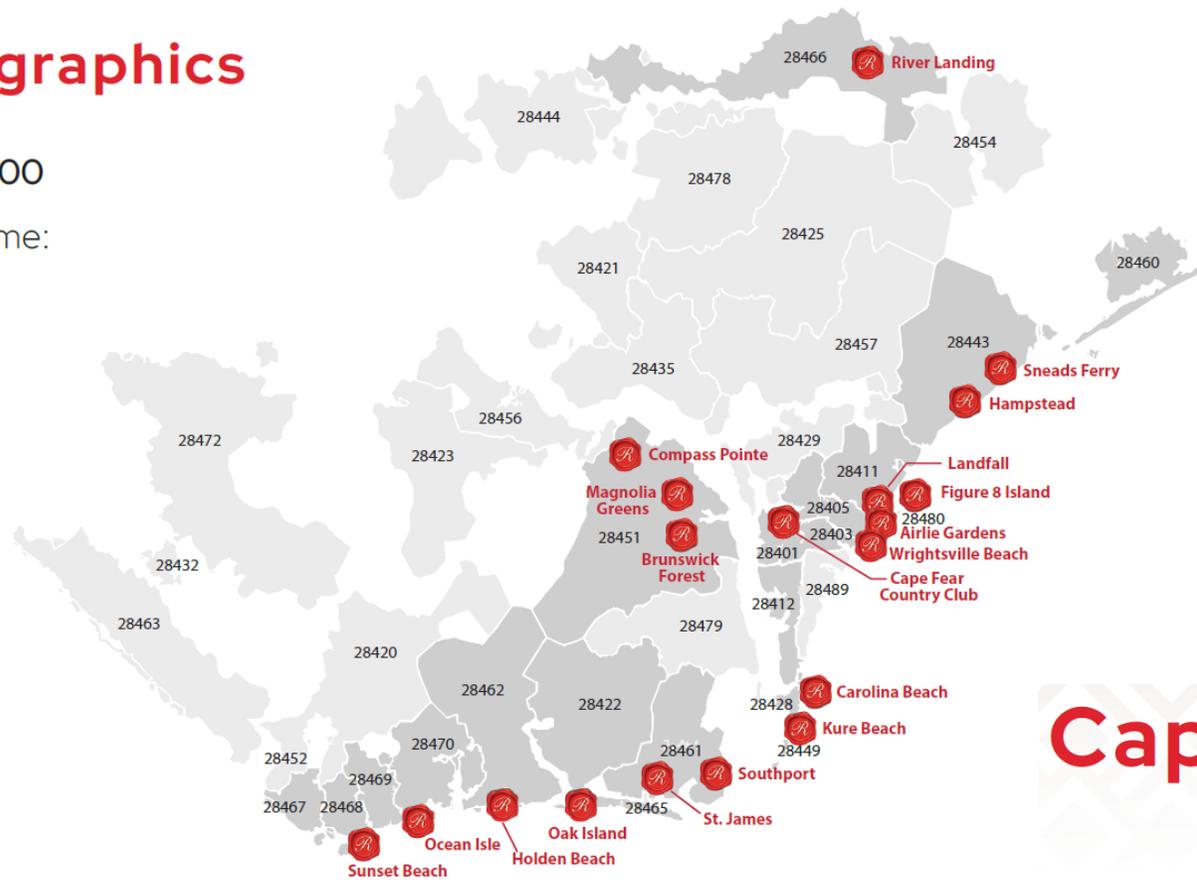


SOUTH FLORIDA

Sample of Zip Codes Postcards were mailed to:

Market Demographics

- RSVP® Circulation: 50,000
- Average Household Income: \$90K+ (over 75%)
- Average Credit Score: 750-799
- Average Home Value: \$631,785



Cape Fear Market Info

Cape Fear, NC

2022 Printed & Distributed by Winterfest



**POSTERS
BROCHURES**

Neon Nightlife Under The Sea

2022 – Poster

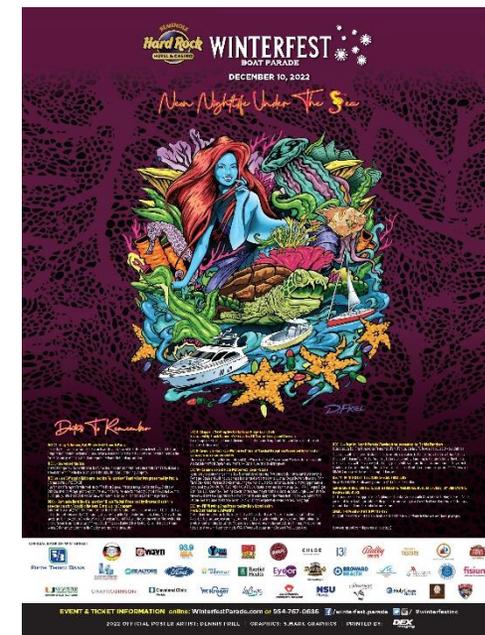
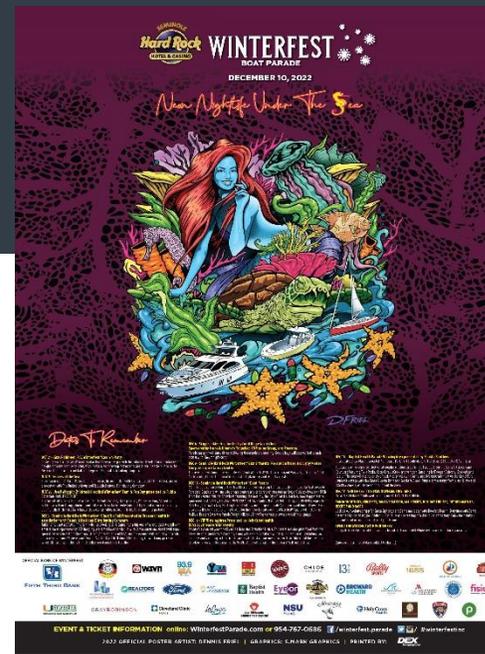
Three posters printed in 2022

One with both the Publix and Kroger logos (5,000 printed)

One with Publix for distribution (500 printed)

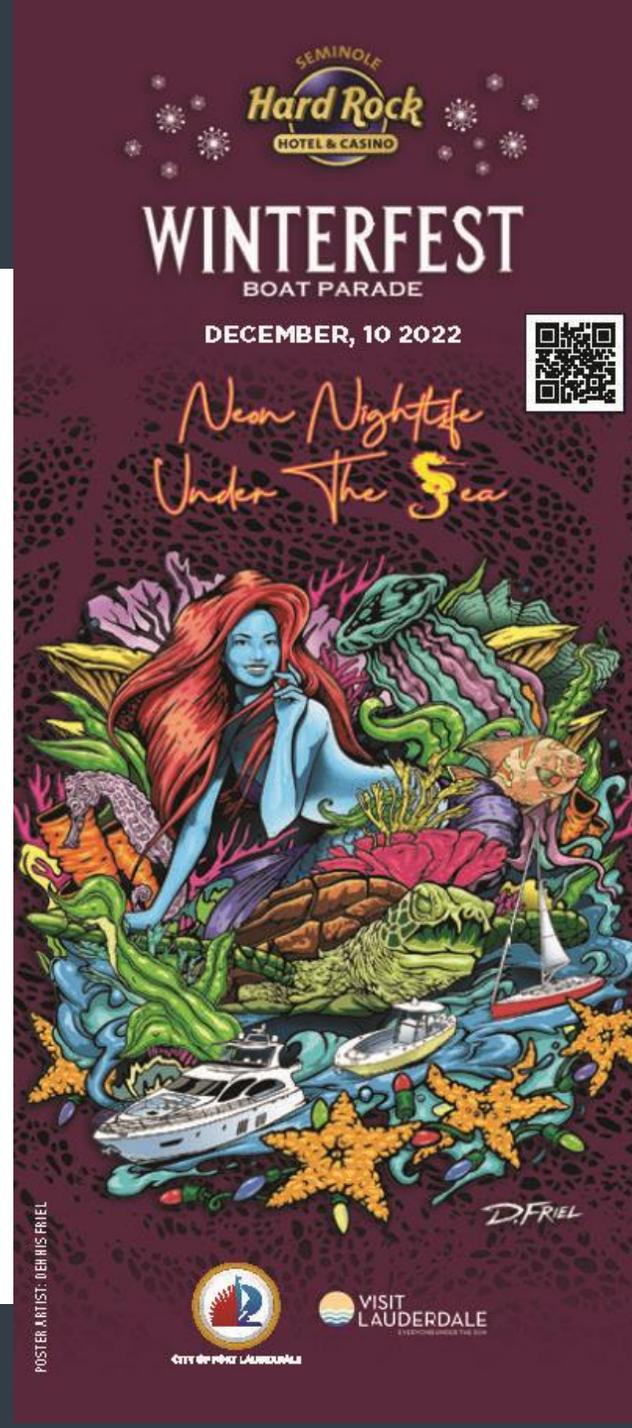
One with Kroger for distribution (500 printed)

Poster distribution with our partners and handed out to supporters/fans at locations such as the Boat Show.



2022 - Brochure

- Official Brochures approximately 100,000 printed and distributed via Winterfest, select sponsors and HLS Hospitality Liaisons Services



The Best Show on H2O embarks on its next 50 years with a new look and a new attitude. "We've never looked so good!" This year's Annual Seminole Hard Rock Winterfest® Boat Parade will rock the South Florida waterways on Saturday, December 10, 2022. What better way to kickoff the holiday season, Fort Lauderdale style, with boats of all shapes and sizes decked out in millions of lights and thousands of watts of music pumping through their sound systems - all for the entertainment of the more than one million spectators along the 12-mile waterway Parade route. Dubbed the "World's Most Watched Boat Parade," Winterfest® Inc. has an economic impact averaging 50 million dollars annually to the South Florida economy. Noted as Florida's #1 attended one-day live spectator event, the Parade is recognized as #7 in the U.S. and Top 20 Parade in the World. Each year, Winterfest® organizers strive to create an unexpected twist for Parade guests, and this year is no different. Expect lots of surprises - you never know who will show up at a Winterfest® event! Winterfest® Inc. is a 501(c)(4) not-for-profit organization created to produce unique, cutting edge, awe-inspiring events. Winterfest® promotes the Greater Fort Lauderdale area and the various businesses that support the Seminole Hard Rock Winterfest® Boat Parade, all while bringing the community together. The tradition became an organized event in 1971 and incorporated in 1988. Today, Winterfest® Inc. employs a staff of three with a Board of Directors, interns, and volunteers who are involved all year long. Winterfest® produces this FREE signature Parade every December, utilizing government agencies such as the United States Coast Guard, Fort Lauderdale Marine Patrol, Fort Lauderdale Police Department, Fort Lauderdale Fire Rescue, Broward Sheriff's Office, Broward Sheriff's Office Fire Rescue, Federal Aviation Administration, FBI, CIA, Florida Department of Transportation, Florida Highway Patrol and Homeland Security. Winterfest® coordinates with 160 police details for land and sea, 27 ham operators, 25 control boat volunteers, control boat captains, towboat operators, bridge tenders, charter boat captains, dockmasters, and an additional 300 volunteers. All this fun is captured on camera in conjunction with WSVN 7 to produce a one-hour television special shown digitally all over the world.



2022 - Brochure



GRAY ROBINSON WINTERFEST® LAUNCH PARTY

Oct. 21, 7 – 10 p.m.
The Launch Party presented by Gray Robinson, PA., hosted by Fort Lauderdale Marriott Harbor Beach Resort & Spa, will begin with the Robinson Jewelers Grand Entrance and culinary delights from featured restaurant, Casa Calabria, along with other local establishments such as 3030 Ocean, Andy's Live Fire Grill, Billy's Stone Crab, Eddie V's, Mimi's Ravioli, Piazza Italia, FogodeChao, Sea Level, and Timpano. Get your glow accessories from Cleveland Clinic Florida and relax in the Neuwana Lounge. Enjoy libations from Stella Artois, LaCroix Sparkling Waters, Celsius, and products from Republic National Distributing Company. Bravo's Captain Lee from Below Deck will be in attendance as one of the special celebrity guests. Video highlights of the 2022 year by Hotwire Communications will be shown and don't miss the Grand Marshal announcement by WSVN channel 7.



SPONSORSHIP IS YOUR TICKET IN.
King Security will be here to check credentials.
Special Performance by Violinist STEVEN AVI



SECRETS OF THE SEA

Nov. 5, 7 – 10 p.m.
\$100 per ticket
The Secrets of the Sea Party presented by Steve Savor, in association with The Umbrella Group, is a celebration event for Winterfest® along with the Fort Lauderdale International Film Festival. Multiple bands and DJs throughout the evening will entertain guests during this ultimate mansion party.



Joe DiMaggio Children's Hospital

FAMILY FUN DAY - FREE EVENT

NEW LOCATION: ESPLANADE PARK
Nov. 20, 10 a.m. – 3 p.m.
Esplanade Park is the place to be for FREE fun for kids of all ages! Families will enjoy "The Polar Express," face painting, Pet Rescue Row, Stoked on Salt Conservation Village and photo opportunities with Santa. Give-a-ways and Activities with the Florida Panthers, South Florida Ford, Cirque Dreams Holiday, Fifth Third Bank NASCAR Show Car, The For Paul Foundation, YMCA, Ave Maria Community, Florida Children's Theatre, Nova Southeastern University and SO MUCH MORE!
• Snow Mountain by Broward College.
• Free bicycle helmets from Epilepsy Alliance (while supplies last)

BONUS: The Museum of Discovery & Science will open for FREE after this event (Free Admission from 3-5 P.M.)



PRESENTED BY
BROWARD HEALTH
IN ASSOCIATION WITH
RNDC

DECEMBER 3, 6 P.M. – MIDNIGHT
Tables of 10 now now available at \$3000-\$5000.
Individual tickets \$300 per person



The Seminole Hard Rock Hotel & Casino will transform the room with a Disco to Motown vibe with the glitz and larger-than-life decor fit to reflect the life of a Rock Megastar. Guests will immediately want to dance from the moment they walk into the Hotwire Communications Welcome Reception. They will enjoy special performances from Broadway's North American tour of TINA and the evening will be filled with a rich array of music from the 12-piece band "Private Stock" with entertainment sponsored by DEX Imaging, Republic National Distributing Company will bring spirits and wines such as Chloé, Imagery, Tribute and 13 Celsius. Capture the excitement of the night at the Dr. Lisa Learn Photo Booth. Bid on amazing items in the Fidelity Investments silent auction. A few live auction highlights from our partners at Pink Sands Resort, Ocean Manor, Carroll's Jewelers and Explora Journeys.

CELEBRATE THIS YEAR'S BELLE OF THE BALL – Lisa Duke and COMMODORE – Steve Sarof



2022 GRAND MARSHALS



TAYLOR DAYNE JOEY FATONE CHRIS KIRKPATRICK

GRAND MARSHAL RECEPTION

PRESENTED BY
UNIVERSITY OF SYLVESTER
SPECIALTY CARE CENTER
HOLLYWOOD, FL

HOSTED BY
HARD ROCK
HOTEL & CASINO
HOLLYWOOD, FL

SPECIAL CONCERT FOR INVITED GUESTS

The Seminole Hard Rock Winterfest® Grand Marshal Reception presented by Sylvester Comprehensive Cancer Center will honor the Seminole Hard Rock Winterfest® Boat Parade Grand Marshals, Jr. Captain Luna Maria, Child Ambassador, and celebrity guests.

TICKET SPONSORSHIP AVAILABLE

A FEW PAST GRAND MARSHALS

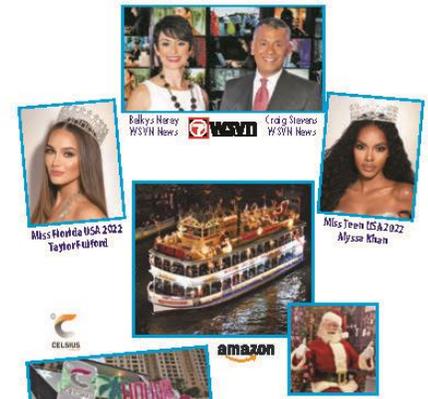


Past Grand Marshals include (Top L-R) Huey Lewis, Pattili, Delonah, Novalle, Regis Philbin, Kim Kardashian, Abonzo Awoonor, Tracey Morgan, Kelly Ripa, Jim Belushi, Shaquille O'Neal, Flo Rida, Ryan Hunter-Reay, Nick Cannon, Big & Rich, Bret Michaels, and Maria Lopez.



CELEBRITIES AND CELEBRATIONS

More than 1 million people will be watching the "Best Show on H2O!"



2022 - Brochure



VISIT OUR WEBSITE TO ENTER OUR CONTESTS

TICKETS ON BOARD OUR GRAND MARSHAL SHOWBOAT



WIN TICKETS ON BOARD THE GRAND MARSHAL SHOWBOAT

OFFICIAL BANK OF WINTERFEST



FIFTH THIRD BANK



WINTERFEST GET-AWAY WEEKEND

Enter for a chance to win tickets on the Grand Marshal Showboat presented by Fifth Third Bank PLUS a dream vacation to the exclusive Seminole Hard Rock Hotel & Casino - The Guitar Hotel in Hollywood, Florida.

- Deluxe Accommodations for a Two (2) Night stay at The Seminole Hard Rock Hotel & Casino, Hollywood, FL
- (2) Dinners for two on property
- Round trip air travel for two (2) on JetBlue



SEE MORE CONTESTS ON PAGE 22



BE A PART OF THE "BEST SHOW ON H2O"

TO ENTER YOUR BOAT IN THE PARADE: Simply scan this QR Code Visit Winterfestparade.com Or email info@winterfestparade.com to have an application sent to you



December 10, 6:30 p.m.

Staging / Start Location: New River - entries are docked from the Stranahan House west to the Broward Center for the Performing Arts.

Parade Route: Along the New River in Downtown Fort Lauderdale, up the Intracoastal to Lake Santa Barbara in Pompano Beach. There are 12 miles of shoreline to catch the Parade from your favorite spot! Boat Categories: private, charter, commercial, showboat, barge, classic, non-profit, sailboat and peshow (paddleboard, kayak, and gondola).

ENTER YOUR BOAT STARTING AT \$35

PRIVATELY-OWNED

Vessels with no corporate signage entry fee is only \$35 and includes:

- Non-Motorized Pre-Show (No Signage) -paddleboarders, kayaks, row boats and vessels under 20 feet.
- Private Entry (No Signage 20 ft and over)
- Non-Profit \$35 (Non-Profit signage ONLY on private vessel)
- Classic Boats \$35

COMMERCIAL ENTRY

Privately owned vessel with Corporate Signage - not a charter boat:

- 20' - 39' \$250
- 40' - 59' \$500
- 60' and over \$1000

TOUR BOAT/CHARTER BOAT

Any boat charging for charter with or without corporate signage:

- 20' - 39' \$500
- 40' - 59' \$1000
- 60' and over \$1500

Showboat (Guaranteed Television in one-hour special on WSVN and affiliate stations) \$8000 Includes tickets to events.

All entries will receive a complimentary 8x10 photograph, two tickets to the Captains' Cup & a well-stocked goodie bag courtesy of West Marine at the Skippers' Meeting.

Note: All boats must provide proof of insurance before being considered for parade participation.



BRIDGE OPENINGS & CLOSINGS SATURDAY, DECEMBER 10

CLOSINGS WILL BE IN EFFECT:

- New River closes at 2:30 p.m. to non-Parade vessels from the Fork near Little Florida, West of Cooley's Landing (2606993N, 08009192W) East to Marker 9
- Intracoastal Waterway will close at 5:20 p.m. from Port Everglades to Oakland Park Bridge South
- 6:20 p.m. North of Oakland Park Bridge to Lake Santa Barbara
- Parade staging Area Up 3:00 - 4:30 p.m. ALL Parade Vessels, New River
- Preshow: 6 p.m. / Parade Start Time: 6:30 p.m., SHARP

NO ANCHORING ZONES

- "No anchoring zones" will be enforced throughout the New River, Las Olas Bridge area and Birch State Park.
- Visit www.winterfestparade.com/where-can-i-anchor-a-spectator-boat-to-view-the-route



| (Bridge times are approximate) | UP | DOWN |
|----------------------------------------------------------|-----------|------------|
| 7th Avenue Bridge | 6:00 p.m. | 8:30 p.m. |
| FEC Railroad Bridge | 6:00 p.m. | 8:30 p.m. |
| Andrews Avenue | 6:00 p.m. | 8:30 p.m. |
| Third Avenue Bridge | 6:00 p.m. | 8:30 p.m. |
| Las Olas Boulevard | 7:00 p.m. | 9:00 p.m. |
| NEW PARADE VIEWING: Las Olas Intracoastal Promenade Park | | |
| Sunnrise Boulevard | 7:30 p.m. | 9:30 p.m. |
| Oakland Park Boulevard | 8:00 p.m. | 10:00 p.m. |
| Commercial Boulevard | 8:30 p.m. | 11:00 p.m. |

VISIT WINTERFESTPARADE.COM TO SEE THE CURRENT BRIGHTLINE SCHEDULE FOR DECEMBER 10TH



WINTERFEST® TELEVISION SPECIAL

ONE HOUR SPECIAL: Winterfest® Television Special is shared around the state through a network partnership with WSVN (Fox Affiliate) and Bally Sports Sun and is rebroadcast throughout the holiday season.

SOUTH FLORIDA: Watch the Winterfest® Television Special on WSVN 7.

BOSTON: Sister stations will air the Parade on (WHDH) and (WUVI).

SEE IT LIVE

LOCALLY: The "World's Most Watched Boat Parade" can be seen live on Fort Lauderdale's city station Comcast Channel 78. Check our website for details and video highlights of events throughout the season.



PARADE VIEWING AREA



PRESENTED BY

Dec. 10, Gates open at 4 p.m., Parade arrives at 7 p.m., followed by a concert till 10:30 p.m.

LOCATION: Las Olas Intracoastal Promenade Park 80 Las Olas Cir., Fort Lauderdale, FL 33316

TICKETS: \$25 adults/\$20 children



The Baptist Health Parade Viewing Area presented by the Florida Panthers is the perfect location for spectators to enjoy in a festival atmosphere. Twin Peaks will be serving your favorite Republic National Distributing Company spirits, Cole products (for purchase) and food vendors in the Stella Artus Culinary Courtyard. Sampling from our friends at La Croix, Kroger Delivery, Checker's and Gebius. Interactive games and fun for the whole family. Ford vehicles will be on display; spin the wheel to win prizes and take photos with Santa.

Parade commentary from Y100's Drew and Amelia from BIG105.9 will be heard throughout the area. Chairs will be provided.

Spend the weekend at a hotel.



WHERE TO WATCH THE PARADE DECEMBER 10

1 BAPTIST HEALTH PARADE VIEWING AREA

PRESENTED BY THE FLORIDA PANTHERS IN ASSOCIATION WITH B.B.I.D. and GATES OPEN AT 4 P.M.

Las Olas Intracoastal Promenade Park

- Enjoy the Parade from the best seats on land
- Tickets \$25 adults/\$20 children

PURCHASE YOUR TICKETS ONLINE TODAY!

Scan the QR code with your phone's camera or go to winterfestparade.com/events/parade-viewing-area



RIDE SHARE TO THE PARADE!

Hotels around the Parade Viewing Area will be hosting shuttles to the viewing area. Ride Share is encouraged.

LIGHT UP THE PARADE ROUTE!

December 10, 6:30 - 11 p.m.

Live on the Parade route? Adorn your house, condominium, business and/or dock with lights and decorations for a chance to be on TV. Be sure to give your best Parade wave to photographers and film crew aboard the Grand Marshal Showboat. Get ready to sing with the Karaoke Showboat during the Parade.



SPEND A WEEKEND WITH WINTERFEST!

A variety of weekend getaway packages are available to enjoy the beauty of Greater Fort Lauderdale and the Parade.

Scan the QR Code for a variety of Parade experiences.



TITLE SPONSOR

1-800-937-0010 | seminolehardrockhollywood.com

No Parade Viewing



OFFICIAL VIEWING HOTEL
954-467-0671 | www.RiversideHotel.com

2 BOOK YOUR PARTY WITH A NEW RITZ'S VIEW

SALT
1-800-937-0010 | Salt7.com
OR Riverside Hotel (Official Viewing Hotel)
954-467-0671 | RiversideHotel.com

2022 - Brochure



PEOPLE'S CHOICE AWARD

YOU GET TO BE THE JUDGE!
VOTE FOR YOUR FAVORITE PARADE ENTRY AND YOU
COULD WIN ROUND TRIP TRAVEL ON JETBLUE AIRLINES



Whether you are enjoying the Parade from home, aboard a boat or on the shore, you can vote for your favorite entry to win the People's Choice Award. This is a great way to honor the hard work of a boat owner or organization (vote daily until January 8).

DOWNLOAD THE WINTERFEST APP

SCROLL THROUGH THE IMAGES AND VOTE for a chance to WIN!

Each boat has an assigned number. Voting details on WinterfestParade.com

WATCH: DOWNLOAD & VOTE for your FAVORITE BOAT. Check out WinterfestParade.com to find details on the judged categories, such as best decorated, sound, spirit and more!

WEB: Each boat has an assigned number. Voting details on WinterfestParade.com.

Rear Admiral **Brandon C. McPherson**
United States Coast Guard - Sector 7

Paul Costanzo
Heart Media / BK 105.9 / On-air Personality

Carlos Mendez
President Broward, Palm Beaches & St. Lucie REALTOR®

Carolyn Michaels, IOM
Executive Vice President,
Greater Fort Lauderdale Chamber of Commerce

Stacy Ritter
President & CEO, Visit Lauderdale

Mayor Dean Trantalis
City of Fort Lauderdale

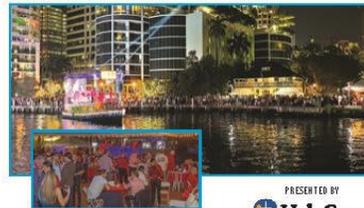
and VOTE!



Official Rules: <https://winterfestparade.com/peoples-choice-award>



VIP VIEWING AREA



December 10, 5:30 - 8:30 p.m.

WANT A TICKET? Become a Sponsor!
The Parade's "official Star" takes place here! 500+ community leaders and sponsors will enjoy the perfect view to watch the Parade from Tunnel Top Park, the historic Riverside Hotel and Stranahan House. Guests will mingle amongst Parade judges while enjoying delectable food and cocktails. A special thank you to Holy Cross Health and Nova Southeastern University for their support. A variety of area restaurants will bring their signature dishes to this exclusive area. Join the Winterfest™ family of sponsors and watch WFSN's television crew and judges in action in the Broward Mall Judging Area.



ENJOY THE HOLIDAYS AT HOME WITH WINTERFEST®

Our website is a family's do-it-yourself holiday dream with recipes and ornament making videos to make anyone a pro! The Winterfest™ Workshop is filled with fun ways to inexpensively bring the holidays into your home.

DECORATING IDEAS - GAMES - RECIPES - HOLIDAY CONTESTS AND MORE



STORYTIME WITH SANTA

Register on winterfestparade.com today to have Storytime with Santa from the comfort of your home via Zoom on December 15 at 7:00 PM. The first 100 households to register will receive complimentary book from Santa's library. Forget to register? Don't worry, just tune in on Winterfest's Facebook page to enjoy Storytime with Santa - thanks to Joe Dilibaggio Children's Hospital and EyeOnSouthFlorida. The video reading of "Twas the Night Before Christmas" will remain active with links on all of Winterfest's social media platforms and website until December 24.



Ate you on the list for storytime?

Join Dilibaggio Children's Hospital
Santa on social media brought to you by EyeOn

CAPTURE WINTERFEST'S MAGIC WITH THE FIRST PICTORIAL POSTMARK

Winterfest™ is working with the Fort Lauderdale United States Postal Service to create a pictorial postmark. This 2022 mark will be available to postmark stamped envelopes and postcards. Winterfest™ will have postcards available at the Baptist Health Parade Viewing Area. There will also be postcard on our website to download and mail. The postmark will be available for 30 days starting December 10, 2022 until January 9, 2023.



SANTA

YOU BETTER WATCH OUT - SANTA IS COMIN' TO TOWN EARLY THIS YEAR! LOOK FOR SIGHTINGS NEAR YOU!

Santa is coming to Greater Fort Lauderdale on a little vacation before his big night - thanks to Winterfest™! Winterfest™ will list a few of the sightings on social media and their website.

October 26-30 - Fort Lauderdale International Boat Show

December 10 - Seminole Hard Rock Winterfest Boat Parade



SANTA SIGHTINGS: Look for a list of locations on our website at winterfestparade.com

A Cookie Stop at a local

DROP OFF YOUR LETTER INTO THE BROWARD HEALTH SANTA MAIL BOX

- Broward Health Medical Center 1600 S. Andrews Avenue, Fort Lauderdale, FL 33316
- Broward Health North 201 E. Sample Road, Deerfield Beach, FL 33064
- Broward Health Imperial Pointe 401 N. Federal Highway, Fort Lauderdale, FL 33308
- Broward Health Coral Springs 3000 Coral Hills Drive, Coral Springs, FL 33065
- Riverside Hotel 620 East Las Olas Boulevard, Fort Lauderdale, Florida 33301
- African-American Research Library and Cultural Center 2650 Sistrunk Blvd, Fort Lauderdale, FL 33311

Look on our website for a complete list of locations

TRACK SANTA

Download our FREE APP Created by The Media Lab, Inc.
Visit winterfestparade.com/santa or search Winterfest Santa Tracker in your App Store, powered by

GET YOUR PHOTO ON SOCIAL MEDIA

Upload your images using #WFE2022 #WinterfestFL



2022 - Brochure

EVENTS ASSOCIATED WITH PARADE PARTICIPANTS AND VOLUNTEERS

CALLING ALL CAPTAINS! SKIPPER'S MEETING

December 6, 5:30-7:30 p.m.

Skipper's Meeting presented Frank & Jimmie's Propeller, FB Marine Group and Chevron. Coral Ridge Yacht Club will host Parade captains for dinner following the mandatory meeting. West Marine goodie bags will be provided for each boater, with their numbers printed by Image360, along with a souvenir burgee by Dennis Friel and more.



PRESENTED BY



CAPTAIN'S CUP

Join us in 2023 as we thank and congratulate the Seminole Hard Rock Winterfest® Boat Parade's winners, participants, and sponsors. Live entertainment, cocktails, full-course dinner and more!



VOLUNTEER PARTY

This celebratory event in 2023 honors the people who play a huge role in the success of Winterfest®—our volunteers! The Carolyn McLaughlin Spirit of Volunteerism Award recipient will be announced during event. This community appreciation event will be hosted by the beautiful Piazza Italia on Las Olas Blvd.



2022 Volunteer Award recipients Renee and J.E. Floyd

SEMINOLE Hard Rock WINTERFEST BOAT PARADE

NEON NIGHTLIFE COMES TO LIFE ON THE WATERWAY

And it starts with a BARG on board Kroger Delivery Fireworks Barge.



remember to vote for your favorite entry—one random voter wins round trip travel on JetBlue Airlines



amazon Santa Showboat



Winterfest® Neon High Life Under the Sea "Octopus Garden" show boat



WSXI



Logo



H-PROOF



NewCountry Duo Tigrilly on board Breezy Iki

THE Winterfest FOUNDATION

2022 JR. CAPTAIN

LUNA MARIA representing Forza Stegano Charitable Foundation



Congratulations to 14-year-old Luna Maria representing Forza Stegano Charitable Foundation for winning the title of the 2022 Winterfest® Jr. Captain powered by FPL, moved by TWO MEN AND A TRUCK. Luna Maria is going through treatment for thyroid cancer. She has been a ballet dancer since the age of 2 and has been performing since the age of 4. Luna also loves to play the piano, listen to music and hang out with her friends and family. "I want to help other teens know that they are going to be okay."

The Winterfest® Jr. Captain program was created as a legacy to 15-year-old Amanda Blake who battled osteosarcoma, a rare form of bone cancer. This young cancer warrior was introduced to Winterfest® by the Waste Foundation and the Jessica June Children's Cancer Foundation. This year marks the 13th annual Jr. Captain. Former Waste Foundation representative Jen Klaassens, Lisa Scott-Found, President & CEO of Winterfest®, and Winterfest® Event Director Dawn Diehl, met Amanda prior to losing her battle. This monumental meeting changed the Parade's waterway tradition forever. Amanda's legacy continues as Winterfest® honors a child annually with the title of Winterfest® Jr. Captain of the Seminole Hard Rock Winterfest® Boat Parade.



JR. CAPTAIN NOMINEES



All nominees entered into the 2022 Jr. Captain Contest will ride on the Santa Showboat presented by Amazon

THE Winterfest FOUNDATION

FANTASY BOAT STUDENT ART CONTEST

Broward County students in grades K-5: Submit your original 8.5" x 11" artwork for the 19th annual Fantasy Boat Student Art Contest on PAPER using crayons, pencils, paints OR using Microsoft "Paint" Program on your COMPUTER. Deadline is Feb. 15, 2023 and can be sent electronically as a hi-res JPEG or PDF or mailed/dropped off to the Winterfest® office.

PRIZES WILL BE AWARDED in Grade Categories (K/1, 2/3, 4/5). Laptops will be awarded to the First Place student winner in each category courtesy of



Additional prizes will be awarded from our partners, including a character from one of the drawings being brought to life courtesy of POMI, SNOW & CIRCQUEUMstance™. All participants will receive a participation certificate.

Artwork will be virtually displayed on winterfestfoundation.org



PRESENTED BY



AWARDS PRESENTED BY



Scan for Contest Details



Founded in 2017, The Winterfest Foundation 501(c)(3) was created to focus on education, arts and culture in public places, water safety and a sistering other charitable efforts.

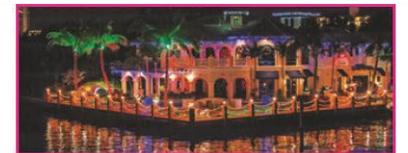


Scan for Character Ideas

THE WINTERFEST FOUNDATION IS A 501(C)(3) ORGANIZATION. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE 800-435-7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. REGISTRATION#: CHS372

SEMINOLE Hard Rock WINTERFEST BOAT PARADE

ENTER YOUR DECORATED HOME OR BUSINESS - LIGHT THE WATERWAY



Residents with the best in decorations will be invited to the Winterfest® Awards Party (Captain's Cup) to receive an award as well as:

- Opportunities for a Grand Marshal Shout-out to your Party during the Parade - Contact Winterfest® for details.
- Sing along with the Karaoke Boat & see your Party on the screens
- Vote for your favorite decorated home/business and Parade entry for the chance to win prizes

FESTIVE PET COSTUME PHOTO CONTEST

WIN \$100 GIFT CARD IF YOUR PET RECEIVES THE MOST VOTES!

Are you a proud parent of a pampered pooch or furry feline? Does your pet have more holiday costumes than you? Post that photo on Facebook/Instagram with your username and #winterfestpet OR upload directly to the contest site (QR code on page 23). Winterfest® is working with iHeartMedia and various partners on promoting and securing prizes.



GET-AWAY VACATIONS TRAVEL TO THE PARADE

One lucky winner will stay at the Seminole Hard Rock Hotel & Casino Hollywood, receive Fifth Third Bank Grand Marshal Showboat Tickets and air travel with JetBlue.



2022 – Brochure & Poster



PLAY-CATION

Want a little get-away with your friends or business associates?

Enter for a chance to win a Bora Bora Cabana Fun Day for Ten at the Seminole Hard Rock Hotel & Casino Hollywood.



SPECIAL THANK YOU TO



Visit WinterfestParade.com for details

WINTERFEST® MERCHANDISE

Get an early jump on your holiday shopping by purchasing Winterfest® gear by visiting winterfestparade.com or calling 954-767-0686.

Merchandise is now on sale and available. One-of-a-kind items such as hand-painted ornaments, Winterfest® charms, and shirts by Poster Artist Dennis Friel.

The annual Winterfest® charm is designed by Carroll's Jewelers

Winterfest® ornaments are designed by Pat Anderson

Winterfest® Shirt by Dennis Friel



SPONSOR

Seminole Hard Rock Hotel & Casino
OFFICIAL SPONSORS
 BIG 1059
 Dennis Friel - Connected by Water, Poster Artist
 Fifth Third Bank, South Florida
 NewsRadio 10 WIOD
 Paul Castro Show
 Republic National Distributing Company
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 91.9 WFLX
 WFTS Channel 7
 Y-100

MEDIA PARTNERS

Billy's Sports Florida
 Blackie South Florida
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 Deco Drive
 EverOn South Florida
 Fort Lauderdale Media Associates, Inc.
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 QuinnPro Duo Strategies + Communications
 Riverwalk Fort Lauderdale, Inc. & Go Riverwalk Magazine
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 Venice Fort Lauderdale Magazine
 Visit Lauderdale

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 Nova Southeastern University
 Piazza Italia
 Pink Sands Resort
 Public Super Markets, Inc.
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 Stella Artos
 Sylvester Comprehensive Cancer Center
 The Imbrella Group
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BOAT PARADE SPONSORS

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 City of Fort Lauderdale Dockmaster
 City of Fort Lauderdale Parks and Recreation
 Clear Path Alerts Security Company
 FDI Services
 Florida Department of Transportation
 Fort Lauderdale Police Department
 Fort Lauderdale Police Marine Unit
 United States Coast Guard - Sector 7
 United States Postal Service
 Water Taxi
PHOTOGRAPHERS
 Al Davis - Downtown Photo
 Ginny Fujino - Blackie South Florida
 Howe-Craspet - GPO Photography
 Jason Leahy - Middle River Arts Photography
 Tom Jero Photography

2022 Printed & Distributed by Winterfest



RACK CARDS
NEWSLETTERS

Neon Nightlife Under The Sea

2022 Newsletter

Newsletter (Souvenir Journal) was mailed to over 10,000 residents as well as circulated as a section inside seven (7) Lifestyle Magazines.

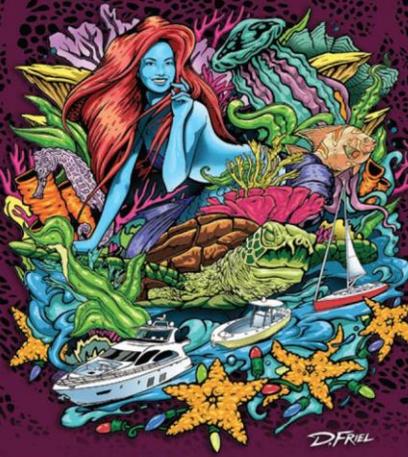
LIFESTYLE MAGAZINE SPECIAL SECTION *lifestyle*




WINTERFEST

BOAT PARADE

Neon Nightlife Under The Sea





The Tradition Continues... With a new logo look and theme for WINTERFEST® 2022



Winterfest's® new corporate logo will be unveiled to the public during this year's Parade.

Are you ready for the 12-mile Holiday Block Party on Saturday, December 10th? We are excited to invite our community, visitors, television and online audiences to celebrate the holidays, in South Florida's unique style; with boats as Parade floats. The Winterfest® organization, producers of the Seminole Hard Rock Winterfest® Boat Parade, celebrates 51 years with a new logo and additional live entertainment within this heart-warming family tradition. Starting in Fort Lauderdale's Downtown area on the New River, up to Lake Santa Barbara on the Intracoastal Waterway in Pompano Beach, this is the biggest holiday event in Broward County. Each year there is a unique new theme, capturing and highlighting the magic of the area and event. When you combine South Florida's nautical beauty with its electrifying energy; our theme says it all "Neon Nightlife Under the Sea." We encourage everyone to participate and bring this holiday tradition to life with lighted decorations from paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts. If you are viewing along the Parade route, we encourage you to decorate your home or business. Our Parade participants will enjoy your efforts and you might get a shout out from our Grand Marshals. Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the intracoastal.

Don't miss out! Enter your boat, purchase tickets or become a partner.

Happy Holidays! See you at the Parade.



Winterfest Team

Winterfest Team: Kathy Kelso, Chairman of the Board Mark Swenson, Dawn Diehl and Lisa Scott-Found

VOL. 28 | ISSUE 1 NOVEMBER 2022
 "The World's Most Watched Boat Parade" captivates over 1 million spectators annually.
 Call 954-767-0686 or visit WinterfestParade.com #WinterfestFL | Like us on Facebook



WINTERFEST

BOAT PARADE



Baptist Health

PARADE VIEWING AREA








Presented by 

In association with the Beach Business Improvement District

DECEMBER 10

Gates open at 4PM, Parade arrives at 7 PM
 Live Entertainment before the Parade and after until 10:30 PM

LOCATION: Las Olas Intracoastal Promenade Park | 80 Las Olas Circle, Fort Lauderdale, FL 33316

Culinary Courtyard presented by 

Enjoy an up close and personal view of the Parade from this location. A festival atmosphere will include the Shane Duncan Band and Southern Blood on the City of Fort Lauderdale Stage. Twin Peaks serving your favorite Republic National Distributing Co. and Coke products (for purchase) and food vendors in the Stella Artois Culinary Courtyard. Sampling by Kroger Delivery, Checker's, LaCroix and Celsius. Interactive games and fun for the whole family. Ford vehicles will be on display; spin the wheel to win prizes and take photos with Santa. Parade commentary from Y100's Drew and Amelia from BIG105.9, will be heard throughout the area.



Tickets are \$15 for children 10 and younger, and \$25 for adults.

Parking is available at the City Garage. Rideshare is encouraged.

PARADE GOES ON RAIN OR SHINE! There are no refunds, no exceptions. No pets, cans, drones, chairs, or coolers are permitted inside the gated Parade Viewing area.



Make it a Winterfest® weekend with discounted hotel packages at winterfestparade.com.






BRIDGE OPENINGS & CLOSINGS

SATURDAY, DECEMBER 10

- CLOSINGS WILL BE IN EFFECT:**
- New River closes at 2:30 PM to non-Parade vessels from the Fork near Little Florida, West of Cooley's Landing (2606993N, 08009192W) East to Marker 9
 - Intracoastal Waterway will close at 5:20 PM from Port Everglades to Oakland Park Bridge South
 - 6:20 PM North of Oakland Park Bridge to Lake Santa Barbara
 - Parade staging/Line Up 3:00 - 4:30 PM ALL Parade Vessels, New River
 - Preshow: 6 PM / Parade Start Time: 6:30 PM, SHARP
- NO ANCHORING ZONES**
- No anchor zones" will be enforced throughout the New River and Birch State Park.
 - Visit www.winterfestparade.com/where-can-i-anchor-a-spectator-boat to view the route

BRIDGE CLOSINGS FOR ROAD TRAFFIC

(Bridge times are approximate)

| | UP | DOWN |
|-----------------------------------------------------------------|---------|----------|
| 7th Avenue Bridge | 6:00 PM | 8:30 PM |
| FEC Railroad Bridge | 6:00 PM | 8:30 PM |
| Andrews Avenue | 6:00 PM | 8:30 PM |
| Third Avenue Bridge | 6:00 PM | 8:30 PM |
| Las Olas Boulevard | 7:00 PM | 9:00 PM |
| <i>NEW PARADE VIEWING: Las Olas Intracoastal Promenade Park</i> | | |
| Sunrise Boulevard | 7:30 PM | 9:30 PM |
| Oakland Park Boulevard | 8:00 PM | 10:00 PM |
| Commercial Boulevard | 8:30 PM | 11:00 PM |

Launch Party

PRESENTED BY

GRAY ROBINSON

FEATURED RESTAURANT



The Gray Robinson, P.A. Winterfest® Launch Party, recently held at the Fort Lauderdale Marriott Harbor Beach Resort & Spa, gave guests a taste of the neon glow and glamour they can expect in December. A video produced by Hotwire Communications started the evening with event and Parade highlights, followed by the unveiling of the commemorative poster by Dennis Friel and announcement of the 2022 Grand Marshals.

Culinary creations featured Casa Calabria Restaurant, along with other local establishments such as 3030 Ocean, Andy's Live Fire Grill, BK Lobster, Billy's Stone Crab, Eddie V's, Mimi's Ravioli, Piazza Italia, Fogo de Chao, Sea Level, and Timpano. Republic National Distributing Company highlighted their brands with decadent cocktails created with 13 Celsius, Benziger Tribute, Chloe and Cupcake Wines, Brugal 1888, Cointreau, Deep Eddy Vodka, Skrewball Whiskey, Fireball Whisky, Remy Martin along with Stella Artois, and a sampling of Celsius energy drinks and LaCroix Sparkling Water complimented the Neuvana Lounge.

Event Chairwomen Alyssa Lovitt of LLOY-ITT Events, LLC. and Gray Robinson P.A. partner, Robyn Vines, welcomed guests with Winterfest® President & CEO, Lisa Scott-Found's and Winterfest® Chairman Mark Swenson as the under the sea themed room and neon glow brought by Cleveland Clinic peaked the excitement of the attendees for this year's Parade.

MC's for the evening - Drew from Y-100 and Amelia from BIG 105.9. DJ Kris Prime kept the entertainment flowing with Ivan Rodriguez Productions. Performances by Steven Avi on his neon-lighted violin with sea and neon character photo ops from Florida Children's Theatre and Pomp, Snow & CIRQUEumstance, Lips performances from Season 1 of La Voz - Vivienne Deannette Rivas, Cirque Dreams Holidayze, and more. Guests made a splash as they entered the Robinson's Jewelers Grand Entrance.

Winterfest Security provided by King Intelligence and Security Services, Inc.



2021 Images due to magazine deadline

THERE'S AN APP FOR THAT! PARADE TRACKER POWERED BY FORD



The Winterfest® app offers links to the Winterfest® website for visitor's info, hotel specials, a map of the Parade route, tickets, event information, music, coloring pages and a Parade Tracker. Track Santa's Sleigh (aboard the Jungle Queen), as well as the Grand Marshal Showboat sponsored by Fifth Third Bank, as they navigate the Parade route throughout our host city - Fort Lauderdale. Vote for your favorite boat by clicking on the image in the app. All boat entries will be listed. (Msg and data rates may apply)

USA 10Best Readers' Choice Awards

Seminole Hard Rock Winterfest Boat Parade was noted as one of the top 20 Holiday Parades



"The Seminole Hard Rock Winterfest® Boat Parade is a spectacular, time-honored tradition for Greater Fort Lauderdale's spirited coastal culture - where we celebrate everything on our scenic waterways. In its 51st year, it continuously ranks as one of the

world's top boat parades and is considered a holiday treasure for both locals and visitors. Every year, the grand caravan of illuminated boats are more festive and captivating than ever before."

Stacy Ritter
President and CEO, Visit Lauderdale



"It's the perfect venue for families and friends to come together. It's also a great opportunity for local businesses to welcome the hundreds of thousands of people who come here to watch the Parade and stay to celebrate. The Seminole

Hard Rock Winterfest® Boat Parade showcases Broward County's diversity, community, and culture. Happy Holidays to all!"

Michael Udine
Mayor Michael Udine
Broward County Commission



"The Seminole Hard Rock Winterfest Boat Parade is a wonderful start to the holiday season, a magical event that is fun for the entire family. For more than half a century, the Boat Parade has wowed millions of residents and visitors alike with

spectacular illumination, colorful pageantry and festively decorated boats all along Fort Lauderdale's amazing waterways. The Boat Parade showcases the best of our community to the world. Nowhere has a more unique holiday event than Fort Lauderdale's. Please join us on the water or along the shore to celebrate the holidays and be a part of this truly remarkable tradition."

Dean Trantalis
Mayor, City of Ft. Lauderdale

HERE ARE A FEW OF THE PARADE SHOWSTOPPERS COMING TO SOUTH FLORIDA'S WATERWAYS ON DECEMBER 10, 2022.



OFFICIAL BANK OF WINTERFEST
FIFTH THIRD BANK
Grand Marshal Showboat



Freedom Waters Entry on board Water Taxi



Winterfest® Neon Nightlife Under the Sea "Octopus Garden" show float



RND
Republic National Distributing Company Holiday Cheer Entry



Blue Foot Pirate Tours with Florida Renaissance Festival



H-PROOF®



Rudolph in the Parade Sing-along entry



Karaoke Show Float



FLCT
Florida Children's Theatre boat



AQUA-FLIGHT
Aqua-Flight fire show



New Country Duo Tigirlily on board Breezy Tiki

WINTERFEST® SECRETS OF THE SEA

HOSTED BY STEVE SAVOR IN ASSOCIATION WITH THE UMBRELLA GROUP NOV. 5TH

The ultimate mansion party – Savor Style. A limited number of tickets will be sold for this event. This is the place to be and be seen. The party will host a spectrum of entertainment, fashion, and fabulous themed cuisine with liquors from Republic National Distributing Company. Rideshare is encouraged to this private residence with the beautiful Savoir-faire on the dock.

\$100 per person



WINTERFEST® FREE FAMILY FUN DAY

PRESENTED BY



**Joe DiMaggio
Children's Hospital**



NOVEMBER 20TH FROM 10 A.M. - 3 P.M.

ESPLANADE PARK • 400 SW 2ND STREET • FORT LAUDERDALE

EXCITING FREE ACTIVITIES



- Joe DiMaggio Children's Hospital Face Painting, Balloon Art, Bounce Houses
- Stoked on Salt Ocean Conservation Village
- Experience Catabella Express Train, Polar Express
- Free bicycle helmets from Epilepsy Alliance
- Photo booth with Santa & kids' games!
- Entertainment provided by School of Rock
- Broward College Snow Mountain
- Frankie P from Y-100 to MC
- Pet Rescue Row - Labrador Retriever Rescue of Florida, Inc., Humane Society of Broward County, Paw Patrol, Broward County Animal Care, and Puppy Kissing Booth
- Give-a-ways and Activities with the Florida Panthers, South Florida Ford, Cirque Dreams Holiday, Fifth Third Bank NASCAR Show Car, Museum of Discovery & Science, The For Paul Foundation, YMCA, Ave Maria, Florida Children's Theatre, Nova Southeastern University and SO MUCH MORE!

BONUS: the Museum of Discovery & Science will open for FREE after this event (Free Admission from 3-5 P.M.)



Lisa Scott-Founds – Winterfest, Inc., Susan Renneisen – Seminole Hard Rock Hotel & Casino, Roxana Garcia and David Boothe – Republic National Distributing Company Gowns by Zola Keller



2022 Belle of the Ball: Lisa Duke
2022 Commodore: Steve Savor



Sponsors: Wendy Liebowitz, Michael Assunto, Micki Scavone, Joe Rizzo and John Mooradian



Committee Members: Tiffany Mackin, Susan Phipps, Judy Frym-Lori Perlman, and Regina Foltz



Seminole Hard Rock Culinary, Catering & Banquet Departments: Robert Gborowski, James Stout, Stacy Henry, Jorge Bonnels, Jorge Bacalao

SEMINOLE HARD ROCK HOTEL & CASINO
proudly produces the



WINTERFEST BLACK TIE BALL

Presented by



In association with



DECEMBER 3RD

The Seminole Hard Rock Winterfest® Black Tie Ball presented by Broward Health kicks off the Holiday Season with musical milestones from the North American Tour of TINA. It will have the energy of the iconic rocker, meshed with the style and sophistication of the Black Tie Ball. Guests will have the "Satisfaction" of the adrenaline highlights of the Broadway play, with additional entertainment featuring the 12-piece band, Private Stock sponsored by DEX Imaging. The Hotwire Communications Welcome Reception featuring Republic National Distributing Company will have cocktails, bubbles, wines, and spirits flowing: Fireball Whisky, Brugal Rum, Remy Martin, Cointreau Liqueur, Skrewball Whiskey, Deep Eddy Vodka with wines from 13 Celsius, Benziger Tribute, Chloé, and Cupcake. Guests won't miss a beat of the evening as they bid in the Fidelity Investments Silent Auction. Attendance at the event is not required to bid on items. Simply visit Winterfest.home.qtego.net and start bidding TODAY on jewelry, cruises, experiences, vacations, airline tickets from JetBlue, sports memorabilia, and much more. Some of the Live auction highlights include: a Carroll's Jewelers Shopping Spree, a Casa Calabria / Ocean Manor Resort Party with options to host a party for 18, 100 or 175 guests, valued at \$12,000, we have a Savi-or-faire yachting experience with Below Deck Star Captain Lee, a stay at the Pink Sands Resort in Harbor Island and an Explora Journeys for two. Ball Co-Chairs Susan Renneisen and Roxana Garcia will be fashionistas wearing Zola Keller gowns. This year, we honor two longtime supporters and board members of Winterfest®, VIP Chair, Lisa Duke and Supporter and Parade Participant Steven Savor. Attendees will be able capture all the fun with photos compliments of Dr. Lisa Learn and receive swag bags compliments of Fifth Third Bank. Tables of 10 range from \$3,000-\$4,000. (\$5,000 tables are sold out). View your digital invite at <https://winterfestparade.com/events/black-tie-ball>





HERE ARE A FEW OF THE PARADE SHOWSTOPPERS COMING TO SOUTH FLORIDA'S WATERWAYS ON DECEMBER 10, 2022



Kroger Delivery
Fireworks Barge



WSVN Channel 7
Super Bowl Entry



Joseph Queen
Santa Showboat



SUN'S STAR



CELSIUS

Fifth Third Bank
proudly supports
Winterfest®
2022



FIFTH THIRD BANK
Fifth Third Bank, National Association, Member FDIC.



THE OFFICIAL BANK
AND SPONSOR OF
THE GRAND MARSHAL SHOWBOAT



ENTER YOUR BOAT FOR ONLY \$35 AND BE ON TV
PRE-SHOW STARTS AT 6 PM/PARADE STARTS AT 6:30 PM DECEMBER 10TH

Parade entry fees start at only \$35 to be part of the Seminole Hard Rock Winterfest® Boat Parade! From kayaks to yachts, and paddle boards to catamarans, all are welcome to take part in this year's theme, "Neon Nightlife Under the Sea" by decorating their Parade entries. All participants will have the opportunity to be on television and are automatically qualified to compete in the "People's Choice Awards" sponsored by JetBlue. So come out and support your community by participating in Winterfest®! As the master of your vessel, you can decorate your entry in holiday or Parade theme. Millions will be watching so adorn your vessel to amaze and delight. Image360 Lauderhill will provide the boat number signage. Show your giving spirit by adding a sign for a charity during the holiday.

BOATERS - SMILE FOR THE CAMERAS - WAVE TO THE JUDGES

There will be several camera crews on hand for the Seminole Hard Rock Winterfest® Boat Parade. WSVN Channel 7 will film from the Riverside Hotel on Las Olas Boulevard and Stranahan House. The live version will be sent to the City of Fort Lauderdale's channel 78. WSVN will also stream to expand the event's digital footprint around the world. Boaters, remember to also wave to the judges in this area.

Staging is west of the Stranahan House with the Parade in true procession starting at Stranahan House. Looking for a place to view on the New River? Consider locations such as the Riverside Hotel or Salt 7 at the Parade's start and the Downtowner in the middle of the staging area.



BOATERS - WE NEED YOU TO BE CONTROL BOATS



Where would we be without our amazing volunteers, boating clubs, and Coast Guard Auxiliaries to coordinate our Official Control Boat Fleet? Control Boats are the additional eyes and ears of the Parade that also maintain the "line" between the Parade participants and spectators. If you would like to help as a Control Boat while having an awesome view, please contact the Winterfest® office at 954-767-0686. All Control Boats receive a great goodie bag, an opportunity to win raffle prizes, and are invited to our Volunteer Party in March.

SKIPPER'S MEETING

DECEMBER 6, 5:30 - 8:00 P.M.

Hosted by Coral Ridge Yacht Club
This meeting is mandatory for Parade participants to attend. The Captains' Meeting will include a review of rules, regulations, and line-up information with instruction from U.S. Coast Guard, Fort Lauderdale Marine Patrol and Parade organizers. Dinner and cocktails will be provided after the meeting with the support of Chevron, Frank & Jimmie's Propeller and FB Marine Group. Every Parade entry will receive a well-stocked goodie bag from West Marine and other supporters. Also included in the bags will be Chevron gas cards and a souvenir burgee by Dennis Friel.



Britt Lanier
Winterfest®
Boat Parade
Chairman

12.18
FLA LIVE arena

JINGLE BALL
Capital One

PERFORMING

| | | |
|------------------|--------------------------|---------------------|
| Charlie Puth | Anitta | Backstreet Boys |
| Tate McRae | Black Eyed Peas | Big Time Rush |
| Ava Max | Lauren Spencer-Smith | Jax |

TICKETS ON-SALE NOW
AT Y100.COM





WINTERFEST® MERCHANDISE

Get an early jump on your holiday shopping by purchasing Winterfest® gear by visiting winterfestparade.com or calling 954-767-0686.

Merchandise is now on sale and available. One-of-a-kind items such as hand-painted ornaments, Winterfest® charms, and shirts by Poster Artist Dennis Friel.

The annual Winterfest® charm is designed by Carroll's Jewelers

Winterfest® ornaments are designed by Pat Anderson

Winterfest® Shirt by Dennis Friel

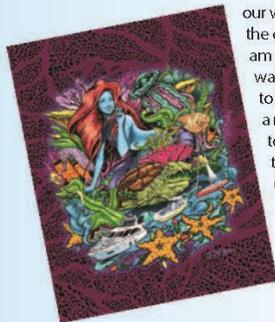


2022 POSTER ARTIST - MEET DENNIS FRIEL

Winterfest®, Inc. is pleased to announce that internationally recognized and locally renowned artist, Dennis Friel, has been selected as the official poster artist of the 2022 Seminole Hard Rock Winterfest® Boat Parade. His artwork depicting the theme, "Neon Nightlife Under the Sea" was unveiled during the "Winterfest® Launch Party" on Friday, Oct. 21, 2022.



"Winterfest® has long been one of my favorite holiday boating events," said Friel. "It captures the best of South Florida, combining boating, our waterways, and the diversity of the community, in music and lights. I am a native of this area and grew up watching the Parade. I am honored to be creating this year's poster, with a nod to this area's sea life with a touch of neon whimsical. I hope this poster brings awareness of the underwater beauty of our waters and adds a fun nautical flair of fantasy. This poster combines my love for marine life and my interpretation of sea fare tales." In addition to the poster, Friel's artwork will be featured on shirts and burgees specifically made for this year's event.



PEOPLE'S CHOICE AWARD

YOU BE THE JUDGE
PICK WHICH PARADE ENTRY WINS AND YOU COULD WIN ROUND TRIP TRAVEL ON JETBLUE



Whether you are enjoying the Parade from home, aboard a boat or on the shore, you can vote for your favorite entry to win the People's Choice Award. This is a great way to honor the hard work of a boat owner or organization (vote daily until January 8).

DOWNLOAD THE WINTERFEST® APP POWERED BY For additional details and rules, visit Winterfestparade.com.

2022 JUDGES:

Rear Admiral Brendan C. McPherson
United States Coast Guard - Sector 7

Paul Castronovo
iHeartMedia / BIG 105.9/ On-air Personality

Carlos Melendez
President Broward, Palm Beaches & St. Lucie REALTOR®

Carolyn Michael, IOM,
Executive Vice President,

Greater Fort Lauderdale Chamber of Commerce

Stacy Ritter
President & CEO, Visit Lauderdale

Dean Trantalis
Mayor - City of Fort Lauderdale

And YOU!

The Judges Area presented by broward mall in the VIP Parade Viewing Area

FOUNDING SPONSORS



WINTERFEST'S FIRST PICTORIAL POSTMARK



Winterfest® is working with the Fort Lauderdale United States Postal Service to create a pictorial postmark. This 2022 mark will be available to postmark stamped envelopes and postcards. Winterfest will have postcards available at the Baptist Health Parade Viewing Area presented by the Florida Panthers. There will also be a postcard on the Winterfest's website to download and mail. The postmark will be available for 30 days starting December 10, 2022.



THE VOTES ARE IN! WINTERFEST® FOUNDATION ANNOUNCES 2022 JR. CAPTAIN: LUNA MARIA representing Forza Stegano Charitable Foundation

Congratulations to 14-year-old Luna Maria representing Forza Stegano Charitable Foundation as the 2022 Winterfest® Jr. Captain powered by FPL, moved by TWO MEN AND A TRUCK.

Luna Maria is going through thyroid cancer. She is a ballet dancer since the age of 2 and has been performing since the age of 4. Luna also loves to play the piano, listen to music and hang out with her friends and family. "I know I am going to come through like a champ. My goal is to show other kids that even in the hardest times, you must have a positive mindset. I want to help other teens know that they are going to be okay."

The Winterfest® Jr. Captain program was created as a legacy to 15-year-old Amanda Blake who battled osteosarcoma, a rare form of bone cancer. This young cancer warrior was introduced to Winterfest® by the Wasie Foundation and the Jessica June Children's Cancer Foundation; she became an angelic face of hope in the battle against all odds. This year marks the 13th annual Jr. Captain. Former Wasie Foundation representative, Jen Klaassens with Lisa Scott-Founds, President & CEO of Winterfest®, Inc. along with Event Director, Dawn Diehl, met Amanda prior to losing her battle. This monumental meeting changed the Parade's waterway tradition forever. Amanda's legacy continues as Winterfest® honors a child annually with the title of Winterfest® Jr. Captain of the Seminole Hard Rock Winterfest® Boat Parade. Help us with our Mission and donate TODAY! Take your mobile phone out. View this QR Code in your camera app - you will be instantly directed to our Foundation website WinterfestFoundation.org.



CALLING ALL BROWARD COUNTY STUDENTS IN KINDERGARTEN thru 5TH GRADE! WINTERFEST® FOUNDATION FANTASY BOAT STUDENT ART CONTEST

CREATE YOUR FANTASY BOAT WITH A CHARACTER ON PAPER OR COMPUTER
YOUR CHARACTER MAY COME TO LIFE

Submit your original 8.5" x 11" artwork by the February 2023 deadline for the 19th annual Winterfest® Foundation Fantasy Boat Student Art Contest on PAPER using crayons, pencils, paints, markers OR your COMPUTER using Microsoft's "Paint" Program.

FIRST PLACE IN EACH CATEGORY WILL RECEIVE A LAPTOP COURTESY OF DANIA POINTE

FIRST, SECOND & THIRD PLACE WINNERS WILL BE AWARDED IN THREE CATEGORIES GRADES K/1, 2/3, 4/5

PLUS, HONORABLE MENTIONS and prizes for the winners' schools.

HIGHLIGHT: A Character from one submission will become a "Costume Creation" brought to life by the creator of the children's book POMP, SNOW & CIRQUEUmstance.

SPECIALTY AWARDS: GUY HARVEY OCEAN FOUNDATION AWARD and MUSEUM AWARD.

For Rules & Release Forms: WinterfestFoundation.org

Presented by



Awards Sponsor



SEMINOLE HARD ROCK WINTERFEST® GRAND MARSHAL RECEPTION

DECEMBER 9, 2022



TAYLOR DAYNE



JOEY FATONE



CHRIS KIRKPATRICK

This iconic trio will host a few special performances throughout the night.

This event will host other celebrity guests as well as this year's Winterfest Foundation Jr. Captain Luna Maria and Sylvester Cancer Center Child Ambassador at the hotel pool. Drinks will be flowing courtesy of Republic National Distributing Company. The night will feature special guests, entertainment and a fun photo booth compliments of Dr. Lisa Learn.



Captain Lee Bravos "Below Deck"



Miss Florida USA 2022 Taylor Fulford



Miss Teen USA 2022 Alyssa Khan



TRIBUTE

CHLOE



WINTERFEST® TELEVISION SPECIAL

ONE HOUR SPECIAL:

Winterfest® Television Special is shared around the state through a network partnership with WSVN and Bally Sports Sun and is rebroadcast throughout the holiday season.

SOUTH FLORIDA: Watch the Winterfest® Television Special on WSVN 7.

BOSTON: Sister stations will air the Parade on (WHDH) and (WLVI).

SEE IT LIVE:

LOCALLY: The "World's Most Watched Boat Parade" can be seen live on Fort Lauderdale's city station Comcast Channel 78. Check our website for details and video highlights of events throughout the season.



Santa

DROP OFF YOUR LETTER INTO BROWARD HEALTH SANTA MAILBOXES

Broward Health is going to help you get your letter to Santa. Look for Santa Sightings and mailbox locations on the Winterfest website.

You might even catch the Jolly Ol' Man himself walking along our beautiful downtown area.

STORYTIME WITH SANTA PRESENTED BY JOE DIMAGGIO CHILDREN'S HOSPITAL

Register today to have Storytime with Santa on Facebook Live on December 15.

The first 100 families to register will receive a complimentary book from Santa's library.

Forgot to register? Don't worry, just tune in on the Winterfest® Facebook page to enjoy Storytime with Santa all throughout the season - thanks to Joe DiMaggio Children's Hospital and Visit Lauderdale.



WINTERFEST BOAT PARADE



Baptist Health

PARADE VIEWING AREA



Presented by

In association with the Beach Business Improvement District

DECEMBER 10

Gates open at 4PM, Parade arrives at 7 PM

Live Entertainment before the Parade and after until 10:30 PM

LOCATION: Las Olas Intracoastal Promenade Park | 80 Las Olas Circle, Fort Lauderdale, FL 33316

Culinary Courtyard presented by



Enjoy an up close and personal view of the Parade from this location. A festival atmosphere will include the Shane Duncan Band and Southern Blood on the City of Fort Lauderdale Stage. Twin Peaks serving your favorite Republic National Distributing Co. and Coke products (for purchase) and food vendors in the Stella Artois Culinary Courtyard. Sampling by Kroger Delivery, Checker's, LaCroix and Celsius. Interactive games and fun for the whole family. Ford vehicles will be on display; spin the wheel to win prizes and take photos with Santa. Parade commentary from Y100's Drew and Amelia from BIG1059, will be heard throughout the area.



Tickets are \$15 for children 10 and younger, and \$25 for adults.

Parking is available at the City Garage. Rideshare is encouraged. PARADE GOES ON RAIN OR SHINE! There are no refunds, no exceptions. No pets, cans, drones, chairs, or coolers are permitted inside the gated Parade Viewing area.



Make it a Winterfest® weekend with discounted hotel packages at winterfestparade.com.



BRIDGE OPENINGS & CLOSINGS SATURDAY, DECEMBER 10

CLOSINGS WILL BE IN EFFECT:

- New River closes at 2:30 PM to non-Parade vessels from the Fork near Little Florida, West of Cooley's Landing (2606993N, 08009192W) East to Marker 9
- Intracoastal Waterway will close at 5:20 PM from Port Everglades to Oakland Park Bridge South
- 6:20 PM North of Oakland Park Bridge to Lake Santa Barbara
- Parade staging/Line Up 3:00 - 4:30 PM ALL Parade Vessels, New River
- Preshow: 6 PM / Parade Start Time: 6:30 PM, SHARP

NO ANCHORING ZONES

- No anchor zones will be enforced throughout the New River and Birch State Park.
- Visit www.winterfestparade.com/where-can-i-anchor-a-spectator-boat-to-view-the-route



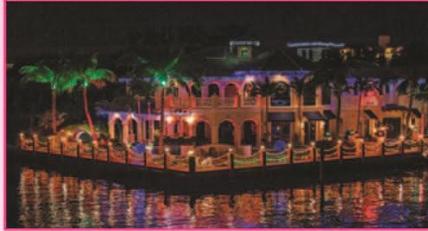
[brightline](http://www.brightline.com) Visit winterfestparade.com to see the current Brightline schedule for December 10th.

BRIDGE CLOSINGS FOR ROAD TRAFFIC

| (Bridge times are approximate) | UP | DOWN |
|----------------------------------------------------------|---------|----------|
| 7th Avenue Bridge | 6:00 PM | 8:30 PM |
| FEC Railroad Bridge | 6:00 PM | 8:30 PM |
| Andrews Avenue | 6:00 PM | 8:30 PM |
| Third Avenue Bridge | 6:00 PM | 8:30 PM |
| Las Olas Boulevard | 7:00 PM | 9:00 PM |
| NEW PARADE VIEWING: Las Olas Intracoastal Promenade Park | | |
| Sunrise Boulevard | 7:30 PM | 9:30 PM |
| Oakland Park Boulevard | 8:00 PM | 10:00 PM |
| Commercial Boulevard | 8:30 PM | 11:00 PM |



HOST A PARTY & DECORATE! PARADE WATCHERS WAVE TO THE CAMERAS AND SING WITH THE KARAOKE SHOWBOAT



Residents with the businesses located along the Intracoastal Waterway and the New River can be a part of the Parade by decorating their property or dock on Parade Night, December 10.

This year, the cameras will be focused on YOU with our Karaoke Ballyhoo Billboard Entry. Have your guests get ready to be on the big screens as it travels throughout the Parade with cameras on YOU.

WSVN Channel 7 will also be capturing all the shoreline excitement with the best of the best of decorated homes and businesses along the Parade route in our one-hour

television special. Residents with the best in decorations will be invited to the Winterfest® Awards Party (Captain's Cup) to receive an award.

- Opportunities for a Grand Marshal Shout-out of your Party during the Parade -Contact Winterfest for details.
- Sing along with the Karaoke Boat & see your Party on the screens.
- Vote for your favorite decorated home/business and Parade entry for the chance to win prizes.

Visit <https://winterfestparade.com/shoreline> for details.

LEARN MORE
WINTERFESTPARADE.COM

PROUD SPONSOR
REALTORS
BROWARD | PALM BEACHES | ST. LUCIE

SAVE THE DATE & DECORATE
Show the world what South Florida has to offer! Decorate your home or business with the Broward, Palm Beaches & St. Lucie Realtors®

VIP PARADE VIEWING

PRESENTED BY



AT TUNNEL TOP PARK



Community leaders and Winterfest® sponsors will enjoy the most coveted location to watch the Parade, hosted between the Historic Stranahan House and renowned Riverside Hotel. Guests will mingle amongst the Winterfest® television show production team with judges voting for their favorite entries in the Broward Mall Judges Area. Local restaurants will be on the scene - Wild Sea Oyster Bar & Grille, Boathouse at the Riverside, New River Café & Bakery, Sushi Garage, Tommy Bahamas and The Balcony with beverages from Republic National Distributing Company, Stella Artois, and LaCroix. Holy Cross Health and Nova Southeastern University are the key sponsors of this beautiful newly developed area. Historically, the Seminoles would travel along the New River by canoe and trade with the Stranahan Family. Because of this history, the Stranahan House is the perfect starting point for this holiday tradition.

THIS AREA IS A SPONSOR ONLY EVENT: Want a Ticket? Become a Partner.



HOSTED BY



2022 CAPTAIN'S CUP AWARDS

ALL PARADE PARTICIPANTS AND SPONSORS ARE INVITED TO THE CAPTAINS' CUP IN 2023.

EVERYONE IS TREATED LIKE A STAR at this event where the focus is on our boaters in the Parade. Parade participants receive two (2) tickets to this incredible event and receive a photo of their entry, and copies of the Winterfest® Television Special produced by WSVN Channel 7.

HOSTING AND SPONSORSHIP OPPORTUNITIES ARE AVAILABLE WITH THIS EVENT.



ADDITIONAL SWEEPSTAKES/CONTESTS

There are more ways to Win with Winterfest® from Voting for your favorite Parade Entry to Decorating Your Home – Here are a few other great opportunities to win just by visiting the Winterfest® website Contest section:



GET-AWAY VACATIONS

TRAVEL TO PARADE: One lucky winner will stay at the Seminole Hard Rock Hotel & Casino, receive Fifth Third Bank Grand Marshal Showboat Tickets and air travel with JetBlue.

STAY-CATION: Want a little get-away with your friends or business associates? Enter in this contest for a chance to win a Bora Cabana Fun Day for Six.

PET CONTEST

FESTIVE PET COSTUME PHOTO CONTEST

WIN \$100 GIFT CARD IF YOUR PET RECEIVES THE MOST VOTES!

Are you a proud parent of a pampered pooch or a furry feline? Does your pet have more holiday costumes than you? Post that photo on Facebook/Instagram with your username and #winterfestpet OR upload directly to the contest site.

Winterfest® is working with iHeartMedia and various partners on promoting and securing prizes.



<https://winterfestparade.com/contests>

Prizes are subject to change prior to the start of the contest. Please check the website for details.

RNDC REPUBLIC NATIONAL DISTRIBUTING COMPANY

WINTERFEST

1888 COINTREAU FIREBALL SKREWBALL PEANUT BUTTER WHISKEY RÉMY MARTIN DEEP EDDY VODKA

TRIBUTE 13 LIGHT HEARTED IMAGERY CHLOE HAPPY DAD

RNDC and it's valued supplier partners proudly support Winterfest.

Please Drink Responsibly. 2206549

Don't think Santa will Get You the Gift You Deserve?
SHOP at the WINTERFEST® ONLINE AUCTION
 PRESENTED BY

Fidelity INVESTMENTS

HOLIDAY SHOPPING FOR DEALS IS JUST A CLICK AWAY

Shop from the comfort of your cozy couch for vacations, jewelry, restaurants and more. Item s added weekly. Bidding ends December 3, 2022.
 To register: <https://qtego.net/qlink/winterfest/items>

Bid On items such as:

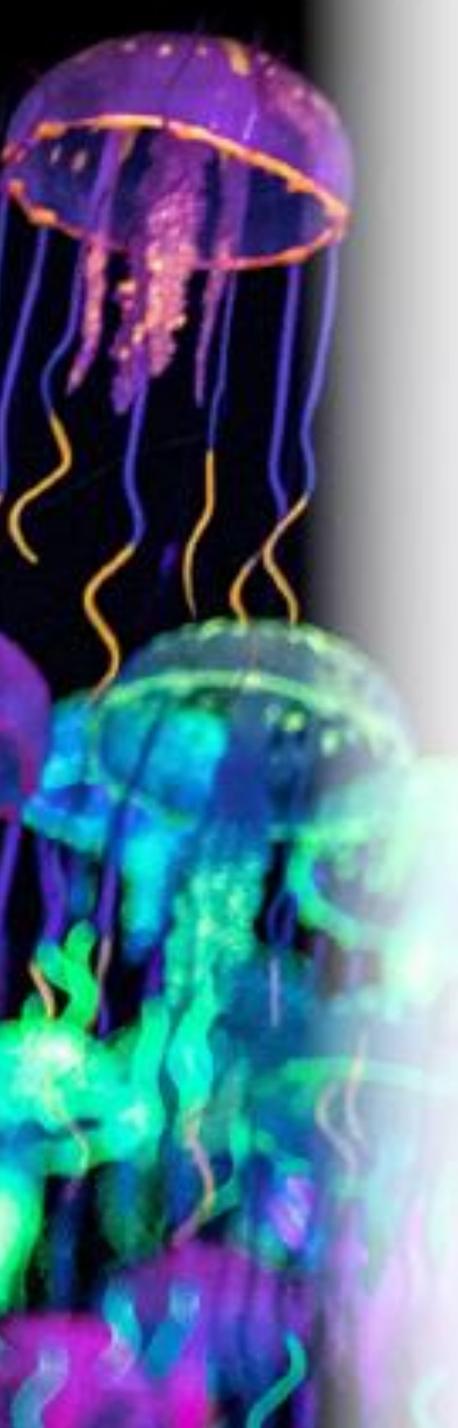
Dinner and Cruise with Captain Lee

Penthouse Stay

CARR WORKPLACES FLEXIBLE OFFICE SOLUTIONS JOHN KNOX VILLAGE OCEAN MANOR

CARROLL'S Jewelers

CALL THE WINTERFEST® OFFICE TO DONATE AN ITEM OR SERVICE TODAY IT'S A GREAT WAY TO ADVERTISE YOUR BUSINESS!



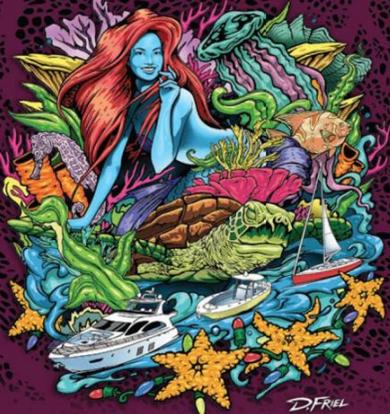

LIFESTYLE MAGAZINE SPECIAL SECTION *lifestyle*



WINTERFEST

BOAT PARADE

Neon Nightlife
Under The Sea



D. FRILL




**The Tradition Continues...
With a new logo look and theme for WINTERFEST® 2022**



Winterfest's® new corporate logo will be unveiled to the public during this year's Parade.

Are you ready for the 12-mile Holiday Block Party on Saturday, December 10th? We are excited to invite our community, visitors, television and online audiences to celebrate the holidays, in South Florida's unique style; with boats as Parade floats. The Winterfest® organization, producers of the Seminole Hard Rock Winterfest® Boat Parade, celebrates 51 years with a new logo and additional live entertainment within this heart-warming family tradition. Starting in Fort Lauderdale's Downtown area on the New River, up to Lake Santa Barbara on the Intracoastal Waterway in Pompano Beach, this is the biggest holiday event in Broward County. Each year there is a unique new theme, capturing and highlighting the magic of the area and event. When you combine South Florida's nautical beauty with its electrifying energy, our theme says it all "Neon Nightlife Under the Sea." We encourage everyone to participate and bring this holiday tradition to life with lighted decorations from paddleboarders, kayakers, fishing boats, pontoons, barges, and mega yachts. If you are viewing along the Parade route, we encourage you to decorate your home or business. Our Parade participants will enjoy your efforts and you might get a shout out from our Grand Marshals. Don't own a boat or live in the area? You can enjoy the show from a variety of locations along the route as well as our organized viewing location on the intracoastal.

Don't miss out! Enter your boat, purchase tickets or become a partner.

**Happy Holidays!
See you at the Parade.**

Winterfest team



Winterfest Team: Kathy Ketches, Chairman of the Board Mark Swenson, Dawn Diehl and Lisa Scott-Feards



VOL. 28 | ISSUE 1 NOVEMBER 2022

"The World's Most Watched Boat Parade" captivates over 1 million spectators annually.
Call 954-767-0686 or visit WinterfestParade.com #WinterfestFL | Like us on Facebook



DISCOVER YOUR RHYTHM.

PARADISE MEETS PLAYGROUND.

Escape the every day and indulge yourself in a truly extraordinary getaway with limitless possibilities.

1 Seminole Way, Hollywood, FL 33314 | HardRockHolly.com | #6.uta.tlhotel

- 1,271 luxury guest rooms and suites
- 26,000 square foot retail promenade
- World-class spa spanning 42,000 square feet
- Brand standard amplified service
- Dining concepts for every taste
- 10 minutes from Ft. Lauderdale Airport
- 18 acres of pools and a lagoon
- 30 minutes from Miami International Airport



THE GUITAR HOTEL®



HOLLYWOOD, FL

2022 Rack Cards



Rack Cards for Welcome Center locations secured by VISIT FLORIDA Visitor Services. With a select number of locations on I-75, I-95 and I-10 mailed directly to the location. Cards were also distributed to tri-county hotels by HLS Hospitality Liaison Services. 10,000 printed and circulated.



2022 CELEBRATIONS

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>LAUNCH PARTY OCTOBER 21</p> <p>Kick-off celebration to the Winterfest Celebration with media, sponsors, and community leaders. Find out how to get a ticket to this exclusive event.</p> | |
| <p>SAVOR THE SEASON PARTY NOVEMBER 5</p> <p>"Secrets of the Sea" Nautical Costuming Themed Soiree Individual tickets available for purchase.</p> | |
| <p>FAMILY FUN DAY NOVEMBER 20</p> <p>Free Event in downtown Fort Lauderdale. There is something for everyone with live entertainment and activities – even a pet rescue row.</p> | |
| <p>BLACK TIE BALL DECEMBER 3</p> <p>Social event of the holiday season with entertainment from Broadway Across America. Individual tickets and tables of ten (10) are available.</p> | |
| <p>GRAND MARSHAL RECEPTION DECEMBER 9</p> <p>Pre-Parade Exclusive Event with our Grand Marshal. Sponsorship is your ticket in – find out how to be a part of the celebration.</p> | |
| <p>SEMINOLE HARD ROCK WINTERFEST BOAT PARADE DECEMBER 10</p> <p>PARADE VIEWING AREA – GET TICKETS OWN A BOAT? BE A STAR IN OUR PARADE! Entry fees start at ONLY \$35. Be a Part of the "Best Show on H2O" celebrating 51 years of Holiday Magic.</p> | |

Celebrate with the "World's Most Watched Boat Parade"
Winterfestparade.com | 954-767-0686

CELEBRATE WITH US!

Neon Nightlife
Under The Sea

DECEMBER 10

2022 Rack Cards



Rack card designed for distribution at marinas within the tri-county marinas, restaurants with docks, boating service locations (West Marine) and Boat Show (Winterfest booth) 5,000 printed.

2022 WINTERFEST DATES

HAPPY HOURS
Celebrate Winterfest with Happy Hours at locations such as Bokampers Sports Bar & Grill, The Historic Downtowner, and House on the Water. Visit our website and social media for updates. Join the Parade early to receive Parade perks and specials for our Boaters.

SKIPPER'S MEETING • DECEMBER 6
Everything you need to know about Parade Night with a map of your docking location along the New River, where the cameras are located and large viewing areas. Each Parade Entry receives a well-stocked Goodie Bag at this appreciation dinner.

Be A Part of the "Best Show on H2O" celebrating 51 years of Holiday Magic.
SEMINOLE HARD ROCK WINTERFEST BOAT PARADE
DECEMBER 10
OWN A BOAT? BE A STAR IN OUR PARADE!
Entry fees start at ONLY \$35.
Coverage by WSVN Channel 7 with rebroadcasting on Bally Sports Sun. Livestream in cooperation with EyeOnSouthFlorida and WSVN Channel 7.

CAPTAINS' CUP • FEBRUARY/MARCH 2023
After the Parade and the Holidays, Winterfest hosts a thank you awards party. A representative from every boat receives a copy of the WSVN Television Special as an added thank you.

ARE YOU A CURRENT PARADE PARTICIPANT?
Contact our office about Our Boaters Rewards Program.
Boaters celebrating 3, 5, 7, 10+ consecutive years with Winterfest receive tickets to select events such as:

| | | |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <p>LAUNCH PARTY OCTOBER 21 Invitation Only Event.</p> | <p>BLACK TIE BALL DECEMBER 3 Individual tickets and tables of ten (10) are available for purchase.</p> | <p>GRAND MARSHAL RECEPTION DECEMBER 9 Pre-Parade Exclusive Event with our Grand Marshal. Invitation Only Event.</p> |
|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|

Celebrate with the "World's Most Watched Boat Parade"
Winterfestparade.com | 954-767-0686

ENTER YOUR BOAT TODAY

NEON NIGHTLIFE UNDER THE \$EA

DECEMBER 10

HOW TO DECORATE VIDEOS

THEME DECORATING IDEAS

PARADE ROUTE

2022 Additional Rack Cards

2,000 Rack cards printed for distribution with Kroger Delivery.



SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE

JOIN US

FAMILY FUN DAY
NOVEMBER 20
FREE Event in downtown Fort Lauderdale. There is something for everyone with live entertainment and activities – even a pet rescue row.



BLACK TIE BALL
DECEMBER 3
Social event of the holiday season with entertainment from Broadway Across America. Individual tickets and tables of ten (10) are available.



THIS YEAR'S GRAND MARSHALS
DECEMBER 10



TAYLOR DAYNE JOEY FATONE CHRIS KIRKPATRICK

ENTER TO WIN WITH WINTERFEST

GET-AWAY VACATIONS TRAVEL TO PARADE: 
One lucky winner will stay at the Seminole Hard Rock Hotel & Casino, receive Fifth Third Bank Grand Marshal Showboat Tickets and air travel from JetBlue.

STAY-CATION: Enter for a chance to win a Bora Cabana Fun Day for Six. 

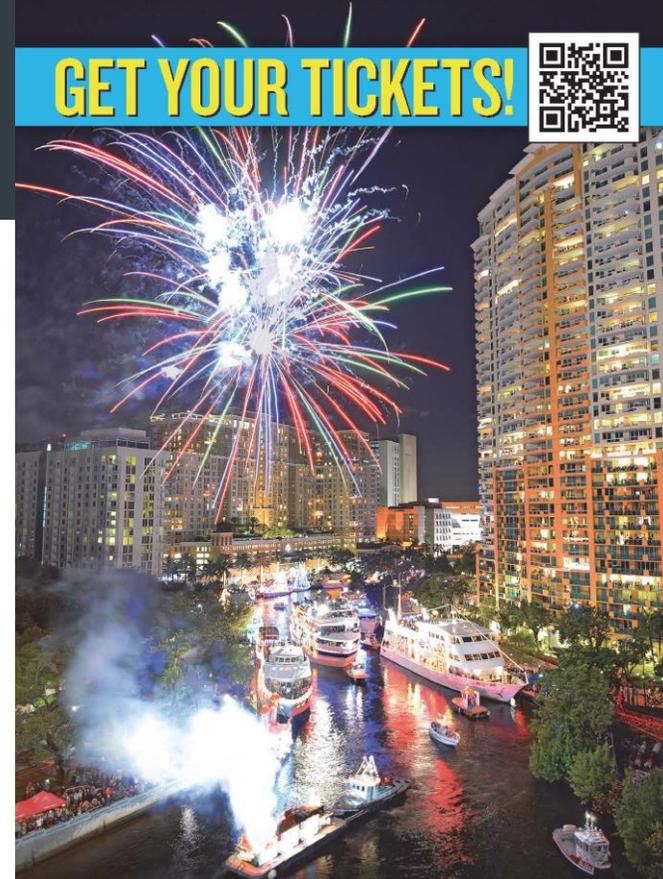
PET COSTUME CONTEST: 
Post that photo on Facebook/Instagram with your username and #winterfestpet OR upload directly to the contest site.

DECORATE YOUR HOME OR BUSINESS: 
Do you live along the Parade Route? Host a Party and get a shout-out by our Grand Marshals. Contact Winterfest for details.

OFFICIAL BANK OF WINTERFEST:      

SPECIAL THANK YOU TO

Celebrate with the "World's Most Watched Boat Parade"
Winterfestparade.com | 954-767-0686



GET YOUR TICKETS! 

SEMINOLE Hard Rock HOTEL & CASINO WINTERFEST BOAT PARADE

Neon Nightlife Under The Sea

Starts with a BANG thanks to the

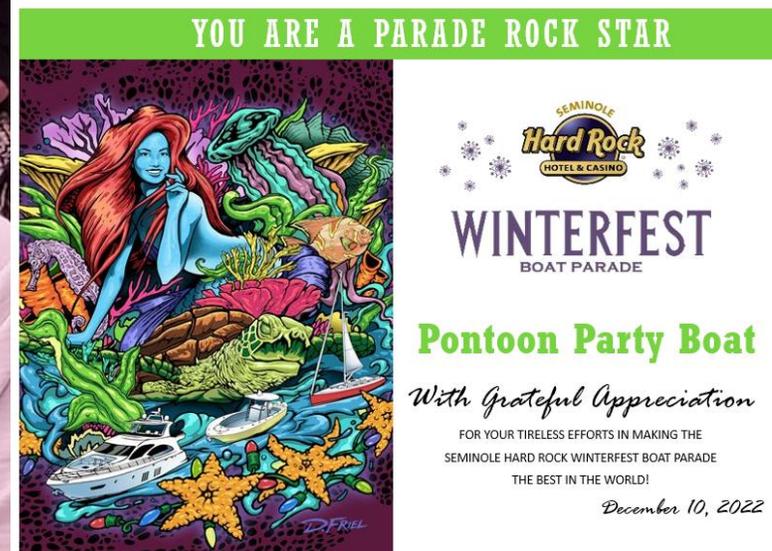


Fireworks
DECEMBER 10, 2022

2022 Miscellaneous

Certificates, Awards* and Coupons

*Awards Presentation is in March for the 2022 Events



2022 Press Releases



**PRESS
RELEASES**

Neon Nightlife Under The Sea

2022 Recap – Press



Samples of select releases are within the pages with all the links on our website.

| Date | Publication | Title | Impressions | Sentiment |
|----------|----------------------------|---------------------------------------------------------------------------------------------|-------------|-----------|
| 10/4/22 | South Florida Sun Sentinel | '100 Things to Do in Fort Lauderdale Before You Die': Does new book include your favorites? | \$4,798.00 | 2,552,125 |
| 10/6/22 | MY Spike Travel | Beachside tea dance, boat parade each coming to Fort Lauderdale | \$0.00 | |
| 10/9/22 | South Florida Sun Sentinel | 100 Things to Do in Fort Lauderdale Before You Die' | \$4,798.00 | 2,552,125 |
| 10/24/22 | WSVN 7 News | Winterfest grand marshals announced | \$1,957.83 | 1,041,397 |
| 10/27/22 | South Florida Sun Sentinel | Winterfest Boat Parade 2022: Grand marshals revealed | \$4,798.00 | 2,552,125 |
| 10/27/22 | Authentic Florida | 11 Top Florida Holiday Boat Parades of 2022 | \$0.00 | 9,652 |
| 10/28/22 | eyeonchannel.com | The 2022 Winterfest Launch Party presented by Gray Robinson, PA | \$1.93 | 1,025 |
| 10/29/22 | 1fortlauderdale.com | WINTERFEST Launch Party presented by GrayRobinson, PA | \$1.21 | 644 |
| 11/1/22 | seminoletribune.org | Grand marshals named for Seminole Hard Rock Winterfest Boat Parade | \$9.42 | 5,013 |



Samples of select releases are within the pages with all the links on our website.



**THINGS TO DO IN
FORT LAUDERDALE
BEFORE YOU
DIE**



CHRISTIANA LILLY

**WAIT FOR
SANTA'S YACHT
AT THE WINTERFEST BOAT PARADE**

An age-old Fort Lauderdale tradition, the Winterfest Boat Parade has exploded over the decades from a few guys drinking beers on the river to the “Biggest Show on H2O.” Locals vie for tickets to get a seat in VIP viewing areas, gather at homes located on the New River and Intracoastal, or lay down a picnic blanket to watch from the riverbank. The 12-mile route takes a parade of boats—decorated to reflect the year’s theme—from the Stranahan House, up the Intracoastal to Pompano Beach, and back down to the Broward Center. Multiple events kick off the Winterfest Boat Parade, including the elaborate Black Tie Ball at the Seminole Hard Rock Hotel & Casino, family fun day, and the event poster debut. A celebrity grand marshal is chosen each year, with the likes of Kim Kardashian, Joan Rivers, Dan Marino, Regis Philbin, Pitbull, Flo Rida, and others taking the helm to emcee the parade. The event has also expanded beyond Fort Lauderdale: in recent years it has been televised up the eastern seaboard and viewed by millions online and on TV.

2022 Recap – Press



Samples of select releases are within the pages with all the links on our website.

| Date | Publication | Title | Impressions | Sentiment |
|---------|----------------------------------|---------------------------------------------------------------------------------------------------------------|-------------|-----------|
| 11/1/22 | Fox | Sherri | \$11,670.00 | 729,311 |
| 11/1/22 | West Broward Lifestyle | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | Las Olas Lifestyle | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | inWeston | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | Doral Lifestyle | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | Parkland/Coral Springs Lifestyle | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | Boca/Delray Lifestyle | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | Aventura Lifestyle | Heart on her Sleeve | \$13.19 | 1,426 |
| 11/1/22 | Las Olas Boulevard & Isles | Seminole Hard Rock Winterfest Black Tie Ball honors Community Leaders with Electrifying Broadway Extravaganza | \$0.00 | 0 |

2022 Recap – Press



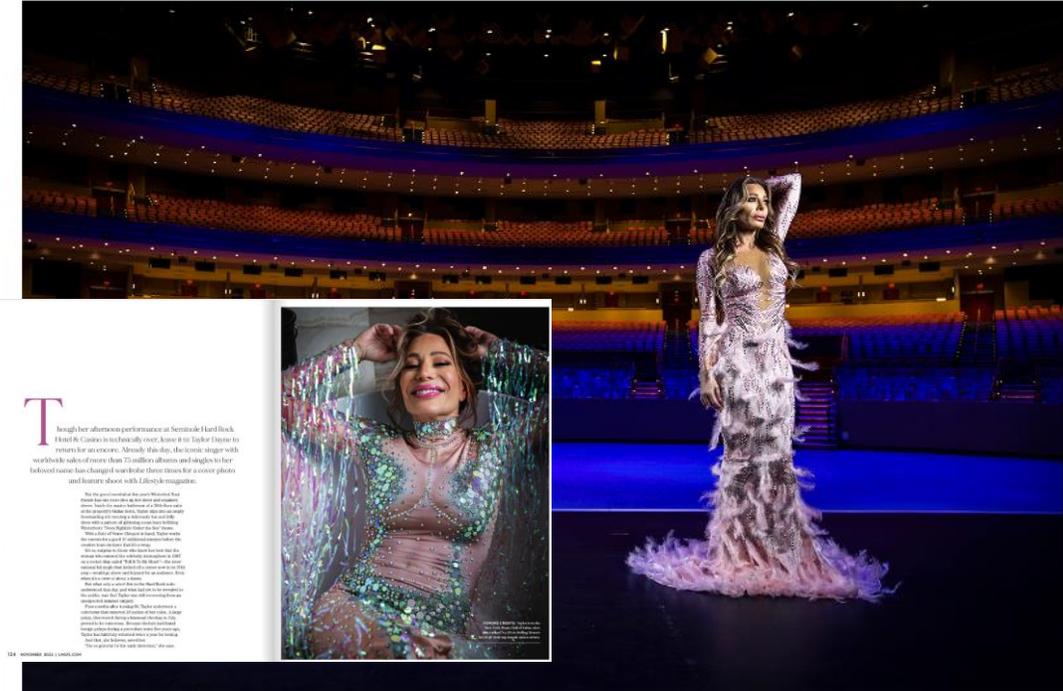
Samples of select releases are within the pages with all the links on our website.

| Date | Publication | Title | Impressions | Sentiment |
|----------|-------------------------------|----------------------------------------------------------|-------------|-----------|
| 11/9/22 | TimeOut | Seminole Hard Rock Winterfest Boat Parade | \$13,998.00 | 1,200,000 |
| 11/14/02 | Thrillist | Where to See Holiday Lights in South Florida This Season | \$12,617.56 | 6,711,470 |
| 11/15/22 | LMGFL | Cover Story: Taylor Dayne, Part I | \$4.50 | 2,394 |
| 11/19/22 | TravelHost | Seminole Hard Rock Winterfest Boat Parade | \$30.97 | 16,475 |
| 11/21/22 | Weekend Broward Palm Beach | Holiday Parades on Land and Water | \$0.00 | |
| 11/21/22 | City & Shore Magazine | The Seminole Hard Rock Winterfest Boat Parade | \$2.07 | 224 |
| 11/21/22 | TravelHost | Seminole Hard Rock Winterfest Boat Parade | \$30.97 | 16,475 |
| 11/23/22 | Miami Guide | Best Miami Events in December 2022 | \$18.05 | 9,602 |
| 12/1/22 | Go Riverwalk | Parade Season: Winterfest Events Boost Local Economy | \$5,923.00 | 12,500 |

2022 Recap – Press



Taylor Dane interview
And on the cover (Value \$50K!)
Coordinated with the SHR team
Regarding photo shoot and
Grand Marshal details.



Cover Story: Taylor Dane, Part I

In an exclusive with Lifestyle, the pop icon and grand marshal at this year's Winterfest parade shares the story of a recent health scare

2022 Recap - Press

MEDIA GROUP lifestyle

Taylor Dane interview
And on the cover (Value \$50K!)
Coordinated with the SHR team
Regarding photo shoot and
Grand Marshal details.



"When you diagnose it this quickly, you can isolate the area. They removed the function of colon, and I'm clear. It required no chemotherapy or radiation."

It wasn't, however, without its complications. Taylor dealt not only with a post-surgery infection but also with the childhood trauma that the surgical procedure dredged up.

As the details with heartbeating resound in her 2019 memoir (*That A To Me About*), Taylor undergoes an operation at age 15 to sever intestinal areas of the tubes leading to her kidneys. She spent a month in the children's ward—and the next 18 years undergoing monthly catheterization and dilation testing. The eroded left physical and emotional scars with which, as her oncologist revealed, she's still dealing.

"The surgery took me back," Taylor says. "I felt like I was 5 again. This triggered whatever old traumas were still in my body. I felt so vulnerable. Even now, months after the surgery, I'm feeling very raw and childlike."

"I have to acknowledge that I'm not done with this part. It takes a long time to do the work, and you have to be willing and brave. But I'm OK."

"In fact, I'm more than OK." In the spirit of the Taylor Dane story that endears her to fans as much as her 17 top 40 singles. Or the fact that she opened for Michael Jackson at 1688 on his "Bad" tour. Or that she found success on Broadway in the *Elton John/Elm Street* production of *Aida*. Or that she appeared on the big screen with Warner Beatty (in *Love Affair*).

Though she has a home in Southern California (where her college-age twins, Astara and Levi live)—as well as an under-construction residence in Fort Lauderdale (also, her parents live in Delray Beach)—Taylor still possesses plenty of Big Apple brass. Born in New York, and raised in suburban Long Island as Leslie-Joy Wunderman, she pulls no punches when it comes to discussing episodes on and off the stage.

Her fighting spirit and soaring beauty were on full display during a revealing interview with *Lifestyle*.

STAYING POWER: Taylor admits that she's doing more than 70 shows a year, making new fans (and new generations of fans) with each show.

"You don't start your career and think, 'What am I

"I REMEMBER WHAT I WAS LIKE AT 19 AND 20. I HAD A GOAL. I WAS FORTUNATE TO HAVE THIS GIFT, AND I WORKED ON IT. AND THAT KEPT ME OFF THE STREETS BECAUSE IT GAVE ME PURPOSE. THAT'S 99 PERCENT OF THE GAME."

LIFE LESSONS: In *That A To Me About*, Taylor speaks openly about a host of childhood and adult struggles—agoraphobia, panic attacks, self-esteem, purging, relationship issues.

"The anxiety portion of my life, especially, seemed to strike a chord with young girls and teens. The insecurities they live with. The fears. They're not insurmountable, but it's one step at a time," Taylor says. "You need to get real tools to combat them—meditation, the right food, physical workouts. All these things help."

"I went through this with my own kids [Nico, Taylor, a single mom since her children were born, had Astara and Levi] on a suspended. We had crashed out their first year of college—and it all came crashing down because of COVID-19. How many kids had no high school graduation, no prom?"

"It was the first apocalypse in this world, and it required serious adjustment."

"Life is a 9-to-5-you-own-your-party, but at the same time you have to do the work. I remember what I was like at 19 and 20. I had a goal. I was fortunate to have this gift, and I worked on it. And that kept me off the streets because it gave me purpose. That's 99 percent of the game."

WHAT'S IN A NAME: Asked if anyone in her life calls her Leslie, Taylor chuckles.

"Not really. Even my father calls himself 'Daddy Dane.'"

SPEAKING OF WHICH: Taylor's father plays an important role in her early story. Though she ended up "falling in love" with her parents over time, the amter

can't even get past five years in this industry.

"I've crossed paths with so many people who are just as tenacious and hungry and who work just as much as I do. Belinda Carlisle, Paula Abdul, Debbie Gibson. They're all out there. And we're not getting any more. We're women. We're parents."

"It's an amazing thing to be able to take the stage now and still have this connection with the crowd. That's why you see me working so hard. Never have I been more connected to my audience."



that she wants to do was fragile, but, apart from the darkness he could bring to the house. "We were always looking around my father's mood," she writes in the book. "The anger often was followed by over-the-top displays of forgiveness."

"There's that time where you're just stuck in it," Taylor says. "You feel like you've been captured because you're a child. I could see what was happening with my father, and there was a part of me who was more like the parent."

"The what happened was that I took a job in—let's just think. That's why I was able with blackie and Friday issues as well. I took all the cash in my bankroll and had it here, blood in my veins. The right time to go somewhere's doesn't just happen. It's when you're not young and you had your self-worth as responsible."

RELATIONSHIPS: "As far as men, that kind of upbringing has an impact. I wasn't as trusting. If it didn't work out, I had no problems being on my own."

"I'm at a place in my life where it would be great to feel that I can honor and accept the people you're not with a partner—and enjoy and love. I've been so well on the journey. Every heart wants to connect."

"I've been wonderful, intelligent and brave, and I'm grateful for that. And you, to me... the reciprocity of it is enormous. Before, it wasn't. I didn't have the ability to reciprocate or receive. I was giving and giving and giving until I was depleted. Now, I can honestly say that I can take something from the interaction with the audience. I can allow it in and it's amazing."

HELL TO MY HEAVEN: Taylor is asked if the song that launched her career, which she plays in concert as an encore, has different meaning now than it did in 1987.

"It's not oriented to where I was in the decade when we recorded it. That's not what happens when I sing it. There's right it changes because your audience changes. It's not where everyone is so on the moment and we begin. It's a song that brings everybody together."

"If anything, you get to watch people relate moments of their life. To me, it's their story, not mine."

"I think people looked at me and thought I was a dynamic artist. That I had power. At the end of the day, the power is in how few people who make decisions. The people in a corporate room... There are a lot of landmines. As a woman, I had more than most for success. And it wasn't just sexual harassment. It was being told you need to look like this to get your message across. It was being told you are pretty, you're not pretty, you look like a whore."

"Everybody has an opinion, and the ones who sign the checks get more opinions. Landmines. All the time."

BEHIND THE SCENES: Taylor describes in her book being backstage at an arena in Barcelona, Spain, about to walk up a 30-foot-long ramp at a 49-degree angle and play to 60,000 fans as the opening act for Michael Jackson on his 1988 "Bad" tour.

"I'll never forget anything else than it. I also remember about the rest of the crowd. The sound of 20,000 fans crying while waiting for a meal."

Fortunately, Taylor was no stranger to pop music scenes in Spain. "That's 'To My Heart' had blown up in Europe six months before it did in the United States. The song began the checks in Austria, Denmark, Netherlands, Switzerland and West Germany. It went on to sell more than 1 million copies in the U.S. (Certified gold).

"I remember Michael's manager the late Frank DiLeo, who later managed Taylor, tell me one time during the tour. Michael says you're exhausting his audience."

I said, "Is that a good thing or a bad thing," and I laughed loudly! "You're exhausting an audience that cannot be taken for seven days to see Michael Jackson?"

"I don't have any encounters with Michael. He was too busy meeting fans and queues."

THE HEALING ROAD: "It's not four or five albums when it comes to my career; there's so much more confidence there. But it's like in acknowledgment that I've learned what it means when I'm on stage."

"That healing feeling, which comes from the audience to me... the reciprocity of it is enormous. Before, it wasn't. I didn't have the ability to reciprocate or receive. I was giving and giving and giving until I was depleted. Now, I can honestly say that I can take something from the interaction with the audience. I can allow it in. And it's amazing."



2022 WINTERFEST PARADE

Performers including the 16th edition of the Semcoke West Beach Winterfest Parade featured a variety of acts, including Taylor Dane, who performed on the parade float.

Photo: Taylor Dane performing on stage during the parade.

Photo: Taylor Dane performing on stage during the parade.

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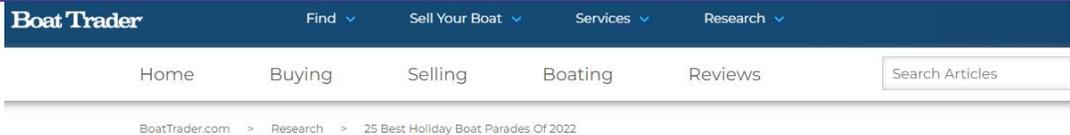
2022 Recap – Press



Samples of select releases are within the pages with all the links on our website.

| Date | Publication | Title | Impressions | Sentiment |
|---------|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|
| 12/1/22 | Fort Lauderdale Magazine | Winterfest Boat Parade | \$139.00 | 25,000 |
| 12/1/22 | Fort Lauderdale Illustrated | Seminole Hard Rock Hotel & Casino's Winterfest Boat Parade | \$278.48 | 23,500 |
| 12/1/22 | Fort Lauderdale Illustrated | 5 Local Holiday Happenings | \$17.84 | 9,489 |
| 12/1/22 | South Florida Sun Sentinel | Sailing through a winter wonderland | \$4,798.00 | 2,552,125 |
| 12/1/22 | New Pelican | Catching the Ocean View: Stretching from Boca to Fort Lauderdale, annual boat parades will spread holiday cheer up and down the Intracoastal | \$20.27 | 10,780 |
| 12/1/22 | Suburban Jungle Group | Holiday Boat Parades in Florida for Christmas | \$0.00 | 1,800 |
| 12/2/22 | Florida Back Roads Travel | Winterfest Boat Parade | \$0.00 | |
| 12/2/22 | SFL Media | Winterfest Boat Parade 2022 | \$0.00 | |
| 12/3/22 | Go Riverwalk | Seminole Hard Rock Winterfest Black Tie Ball | \$5,923.00 | 12,500 |

2022 Recap – Press



25 Best Holiday Boat Parades Of 2022



Written by: [Kim Koditek](#) on December 9, 2022.

Category: [Boating](#) | 3 Min Read

It's time to deck the hulls! The holiday season is in full swing and Christmas is just a countdown away. For boaters in some parts of the country, the month of December brings cold weather and winterization. While some boats may be nestled all snug in their beds while visions of summer days dance in their heads, *other boats* in warmer parts of the country patiently await the arrival of the holidays for their time to shine. And some boaters even brave the cold weather too, to celebrate the holiday season. So bring on the Christmas boat parades and let's make it a nautical holiday season.



Without further ado, here is our list of the top holiday boat parades this season. parades, but there are a few exceptions!

1. The Seminole Hard Rock Winterfest Boat Parade – Fort Lauderdale, FL
2. Jacksonville Light Boat Parade – Jacksonville, FL
3. Destin Boat Parade Holiday on the Harbor – Destin, FL
4. Regatta Of Lights – St. Augustine, FL
5. Los Angeles Harbor Holiday Afloat Parade – Los Angeles, CA
6. Daytona Beach Christmas Boat Parade – Daytona Beach, FL
7. Charleston Holiday Parade of Boats – Charleston, S.C.
8. Fisherman's Wharf Holiday Boat Parade – San Francisco, CA
9. San Diego Bay Parade of Lights – San Diego, CA
10. Panama City Boat Parade of Lights – Panama City, FL



2022 Recap – Press



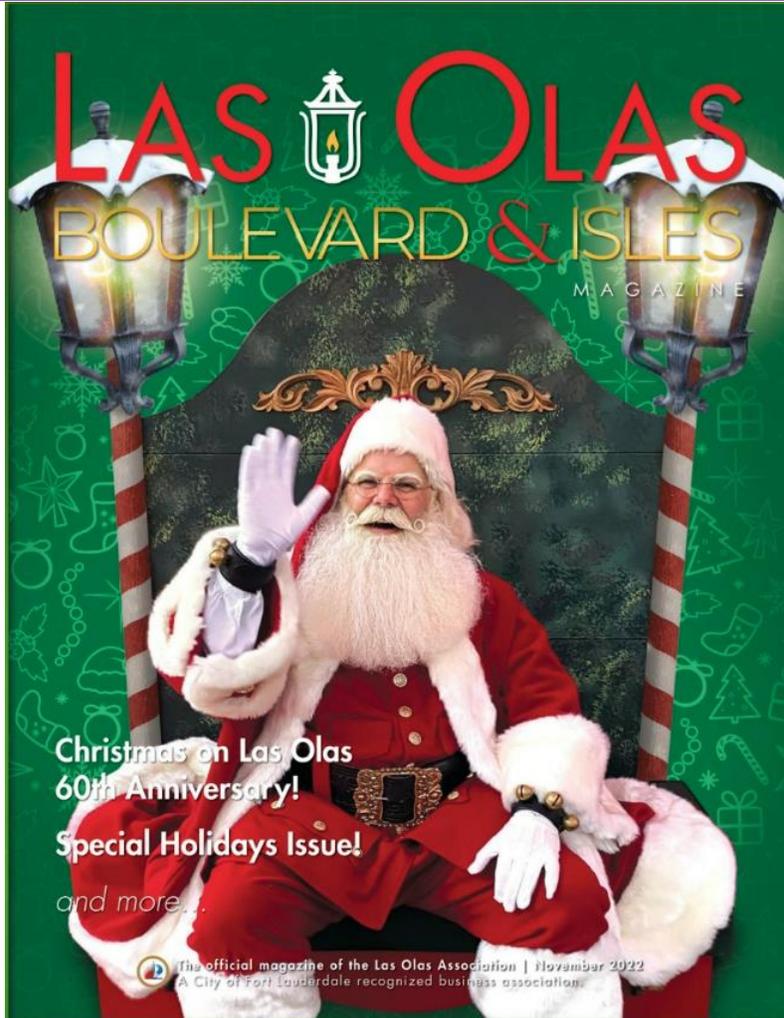
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|---------|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|
| 12/1/22 | Fort Lauderdale Magazine | Winterfest Boat Parade | \$139.00 | 25,000 |
| 12/1/22 | Fort Lauderdale Illustrated | Seminole Hard Rock Hotel & Casino's Winterfest Boat Parade | \$278.48 | 23,500 |
| 12/1/22 | Fort Lauderdale Illustrated | 5 Local Holiday Happenings | \$17.84 | 9,489 |
| 12/1/22 | South Florida Sun Sentinel | Sailing through a winter wonderland | \$4,798.00 | 2,552,125 |
| 12/1/22 | New Pelican | Catching the Ocean View: Stretching from Boca to Fort Lauderdale, annual boat parades will spread holiday cheer up and down the Intracoastal | \$20.27 | 10,780 |
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| 12/2/22 | Florida Back Roads Travel | Winterfest Boat Parade | \$0.00 | |
| 12/2/22 | SFL Media | Winterfest Boat Parade 2022 | \$0.00 | |
| 12/3/22 | Go Riverwalk | Seminole Hard Rock Winterfest Black Tie Ball | \$5,923.00 | 12,500 |

2022 Recap – Press



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Downtown for the Holidays continued

Barbara Kasalovic: I can't wait to see what our many new downtown restaurants do for the holidays, especially Temporo and Fogo de Chao.

George Mihalek: There are so many great options now that it's tough to pick just one, but I'd give a nod to Eddie Y's. The great thing is that you can't go wrong whenever you go, e.g. Fogo de Chao, YOGO, Sky Thai, Temporo, Del Frisco's, Lakewood Bar, if it's not good, I'll see you all again.

5. When you have holiday guests, where do you like to entertain them in downtown?

Tina Keller: Rooftop @ TWC provides a great view of all the buildings in use for the holidays and you can try many of the holiday themed cocktails.

Rafael Vegas: The NGU Art Museum followed by a stroll down the boulevard for a nice meal.

Helga Dubokov: Since 1936, the Riverside Hotel has been the place for our downtown visitors about their Winter Journey.

6. Where do you do your last-minute holiday shopping in downtown?

Valerie Vitek: Prime liquors and Fine Wine – I can always find a great bottle of bubbly, wine or whiskey.

Helga Dubokov: DAAAA, please do not let my secret out... but all my family members are getting some gifts from the City Harvest store.

Rafael Vegas: Half's House of Sweets on Las Olas plus a bottle of wine. You can never go wrong with wine and chocolate!

ABOUT THE AUTHOR
 Jenni Morrison is the President & CEO of the Fort Lauderdale Downtown Development Authority (DDA), a public-private partnership that governs the experience, growth, and prosperity of Downtown Fort Lauderdale. The DDA focuses on growing Downtown's walkable neighborhoods in real estate, infrastructure, and transportation; improving public spaces like streets and parks for all to enjoy; and connecting the city through partnerships that celebrate community.



WINTERFEST BLACK TIE BALL

Seminole Hard Rock Winterfest® Black Tie Ball honors Community Leaders with Electrifying Broadway Extravaganza

The Seminole Hard Rock Winterfest® Black Tie Ball, presented by Broward Health, in association with Republic National Distributing Company, is set for Saturday, December 3, 2022. The Hard Rock Event Center will come alive with special performances direct from The North America tour of TINA, courtesy of Broadway Across America to highlight the event's theme.

Guests will be transported over three decades, where Rock-n-Roll is the anthem of success and rules are meant to be broken. A place where our guests will have their fill of tempting delicacies and exotic cocktails made with liquors from Republic National Distributing Company including Remy Martin, Brugal, Fireball, and a variety of wines flowing such as Tribute from the Wine Group. Guests are welcome to bid on items in the Fidelity Investments Silent Auction both prior to and during the event. Items include jewels, an opportunity to set sail with Below Deck's Captain Lee, dinners, vacations, airline tickets, sports memorabilia, art, and more! Unable to attend? It's okay, bid from anywhere by visiting <https://winterfest.ticket.qtego.net/tickets/list> either by computer or mobile device.

The décor and entertainment will not be the only shimmering visions in the room. Many of the guests will be sporting gowns created by local top fashion designer Zola Keller, including this year's Belle of the Ball, community leader and Chief Financial Officer of Walter Duke + Partners, Lisa Duke. Philanthropist Steve Savor will be honored as this year's Commodore.

It doesn't take 'rolling on the river' to take you to this year's gala which boasts over 1200 attendees. The event currently has over 800 guests scheduled to attend without the save the date digital invite distributed. Organizers are confirming all reservations and potential guests have been waitlisted. Call 954.767.0686 for more details.

Remember to mark your calendar for the Seminole Hard Rock Winterfest® Boat Parade on Saturday, December 10 with the theme "Neon Nightlife Under the Sea."

For information on the TINA Broadway Musical, coming to the Broward Center for the Performing Arts January 17-29, 2023, visit <https://fortlauderdale.broadway.com/shows/tina-the-tina-turner-musical>.



2022 Recap – Press



Samples of select releases are within the pages with all the links on our website.

| Date | Publication | Title | Impressions | Sentiment |
|----------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------|
| 12/8/22 | CityBiz | https://fortlauderdaleillustrated.com/things-to-do/around-town/5-local-holiday-happenings/ | \$131.56 | 69,978 |
| 12/9/22 | WSVN 7 News | Final preparations made for Seminole Hard Rock Casino Winterfest Boat Parade | \$1,683.63 | 895,546 |
| 12/9/22 | WSVN 7 News | 7News previews Seminole Hard Rock Winterfest Boat Parade | \$1,683.63 | 895,546 |
| 12/9/22 | Boat Trader | 25 Best Holiday Boat Parades Of 2022 | \$2,049.78 | 1,090,309 |
| 12/10/22 | 1fortlauderdale.com | Winterfest Grand Marshal Experience 2022 | \$1.31 | 698 |
| 12/10/22 | Triton | The Seminole Hard Rock Winterfest Boat Parade | \$0.00 | 12,000 |
| 12/10/22 | The Loop | Winterfest Boat Parade | \$0.00 | 10,385 |
| 12/10/22 | Boca News Now | https://www.visitlauderdale.com/events/annual-events-festivals/winterfest-boat-parade/ | \$481.96 | 256,360 |
| 12/10/22 | Marine Life | Don't Miss The 2022 Holiday Boat Parades | \$0.00 | |

2022 Recap – Press



Samples of select releases are within the pages with all the links on our website.

Sun Sentinel | Section 4 | Thursday, December 8, 2022 | 1

SunSentinel THE WEEKENDER



Singer Taylor Dayne, best known for her chart-topping hits in the '80s and '90s, will be one of the grand marshals for the 2022 Seminole Hard Rock Winterfest Boat Parade in Fort Lauderdale on Saturday.
PETER BARAT

SMALL BITES

'Tis the season for soup!

Try chef creations at Empty Bowls event

By Rod Stafford Hagwood
South Florida Sun Sentinel

What: The tagline is: Eat simply, so others may simply eat.

The seventh annual Empty Bowls Delray Beach foodie fundraiser asks guests to eat a simple supper of water, bread and soup. Of course, this being dining destination Delray Beach, the soup is not out-of-a-can. We're talking stews, gumbos, broths, bisques, chowders, consommés, goulashes, potages – and maybe a borscht or two – from 35 local chefs.

Some participating restaurants serving up this fare include Abe & Louie's, Artistic Artichoke, Avalon Steak & Seafood, Bedner's Farm Fresh Market, Burt & Max's, Caffè Luna Rosa, The Colony Hotel & Cabana Club, Deck 84, Delray Sands Resort, Lucille's Bad to the Bone BBQ, Max's Grille, Mussel Beach, Over the Bridge Café, Riggins Crab-

A Massive 100-Boat Winterfest Parade Will Be A Sea of Neon Floating Through Florida This Weekend

Uncovering Florida | 2022-12-08



Boat floats captured during the 2021 iteration of Fort Lauderdale's Winterfest Boat Parade Photo by Winterfest Boat Parade | Facebook

A bunch of local boaters and private yacht owners floatin' down the waterways of [Fort Lauderdale](#), stringing up their ships to the nine with holiday lights and over-the-top decorations...while ALSO blasting toe-tappin'-tunes on a Saturday night in December? Among all the [Christmas events in Florida](#), this one is probably as "A Very Floridian Christmas" as you could possibly get!

An annual tradition that started in the [1970s](#) and is now hosted by [The Seminole Hard Rock](#), The Winterfest Boat Parade is returning to Fort Lauderdale for another lit Christmas – with over 100 boats all decked out and bumping tunes ranging from holiday jingles to hard-rock anthems.

2022 Recap – Press



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| Date | Publication | Title | Impressions | Sentiment |
|----------|----------------------------|-------------------------------------------------------------------------------|-------------|-----------|
| 12/10/22 | 954Area | Boat Parade Party at the Riverside Hotel | \$6.27 | 678 |
| 12/11/22 | WSVN 7 News | Live from Fort Lauderdale, it's the Seminole Hard Rock Winterfest Boat Parade | \$1,683.63 | 895,546 |
| 12/11/22 | South Florida Sun Sentinel | 2022 Seminole Hard Rock Winterfest Boat Parade PHOTOS | \$4,798.00 | 2,552,125 |
| 12/12/22 | South Florida Sun Sentinel | Winterfestivities | \$4,798.00 | 2,552,125 |
| 12/14/22 | 1fortlauderdale.com | Winterfest Boat Parade VIP Viewing Area | \$1.31 | 698 |
| 12/21/22 | Sawgrass Sun | Seminole Hard Rock Winterfest Boat Parade | \$303.28 | 32,787 |
| 12/24/22 | 1fortlauderdale.com | Winterfest Boat Parade 2022 VIP viewing area | \$1.52 | 810 |
| 12/25/22 | CBS trade show Guide | Winterfest Boat Parade 2023 Fort Lauderdale is scheduled for 2023-12-16 | \$0.00 | |
| 12/28/22 | eyeonchannel.com | Winterfest Grand Marshal Experience 2022 | \$1.92 | 1,023 |

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| Date | Publication | Title | Impressions | Sentiment |
|---------------|---------------------------|-------------------------------------------|------------------|-------------------|
| 12/28/22 | eyeonchannel.com | Winterfest Boat Parade VIP Viewing Area | \$1.92 | 1,023 |
| 12/28/22 | South Florida Family Life | Seminole Hard Rock Winterfest Boat Parade | \$0.00 | |
| 1/1/23 | Go Riverwalk | Winterfest 2022 | \$5,923.00 | 12,500 |
| 1/6/23 | seminoletribune.org | Seminole Scenes: December 2022 | \$14.43 | 17,769 |
| 1/19/23 | Bucketlisters | Miami's Ultimate 2022 Winter Bucket List | \$0.00 | |
| Totals | | | \$114,017 | 39,308,748 |

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Home > Florida > Boca Raton > Winterfest Boat Parade Is Tonight, Expect Traffic From Fort Lauderdale To Pompano Beach

Winterfest Boat Parade Is Tonight, Expect Traffic From Fort Lauderdale To Pompano Beach

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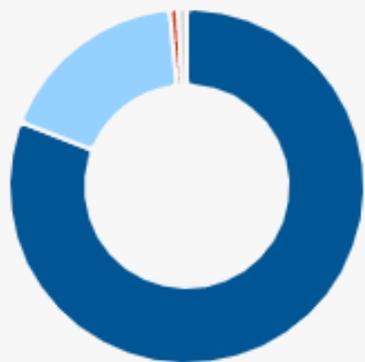


BURRELLES

COVERAGE BRIEFING

Impressions
29.0M

AVE(USD)
835.8K



NEWS

- Positive - 106, 80.9%
- Neutral - 23, 17.6%
- Negative - 1, 0.8%
- Not Available - 1, 0.8%



BURRELLES

COVERAGE BRIEFING

December 30, 2022

[View in Browser](#)

All Coverage

| | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------|
| Good spots to watch boat parade this weekend | | |
| Plantation Community News | Marc Freeman | December 17, 2022 |
| Impressions: 553,049 | AVE: \$14,266.00 | |
| Plantation Community News | Marc Freeman | |
| December 17, 2022 | Impressions: 553,049 | |
| AVE: \$14,266.00 | | |
| By Lisa J. Hurriash South Florida Sun-Sentinel * Dec 16, 2022 at 4:29 pm BOCA RATON -- About 30 boats -- interspersed with a fireworks show -- will wind down the Intracoastal this weekend as Boca Raton celebrates its 48th Annual Holiday Boat Parade. ... (2022 Seminole Hard Rock Winterfest Boat Parade - PHOTOS) | | |
| Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles. Log in Sign up | | |
| Arizona Daily Star | | December 13, 2022 |
| Impressions: 71,648 | AVE: \$1,683.00 | |
| Arizona Daily Star | | |
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| AVE: \$1,683.00 | | |
| Fort Lauderdale basks in winter, hosts boat parade Dec 10, 2022 23 min ago Time lapse of winter storm rolling into Tucson Questions to ask yourself before adopting a pet 52nd Fourth Avenue Winter Street Fair Merriam-Webster's Word of the Year Time... ... | | |
| Fort Lauderdale basks in winter, hosts boat parade | | |
| Yahoo! US | | December 13, 2022 |
| Impressions: 4,917,063 | AVE: \$4,546.00 | |
| Yahoo! US | | |
| December 13, 2022 | Impressions: 4,917,063 | |
| AVE: \$4,546.00 | | |
| Read full article Associated Press VideosFort Lauderdale basks in winter, hosts boat parade December 10, 2022, 4:03 PM Fort Lauderdale, sometimes referred to as the Venice of America, hosted the annual Seminole Hard Rock Winterfest boat parade amid balmy December temperatu... | | |

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SOUTH FLORIDA
SunSentinel

Date: Monday, December 12, 2022
 Location: FORT LAUDERDALE, FL
 Circulation (DMA): 83,906 (18)
 Type (Frequency): Newspaper (D)
 Page: 3A
 Section: Main
 Keyword: Seminole Hard Rock Winterfest Boat Parade



Winterfestivities

Photos by Scott Luxor | Special to the Sentinel

The Seminole Hard Rock Winterfest Boat Parade took place Saturday on the New River in downtown Fort Lauderdale. Thousands attended the annual event that featured private boats, giant show boats and corporate yachts, all adorned with thousands of lights.



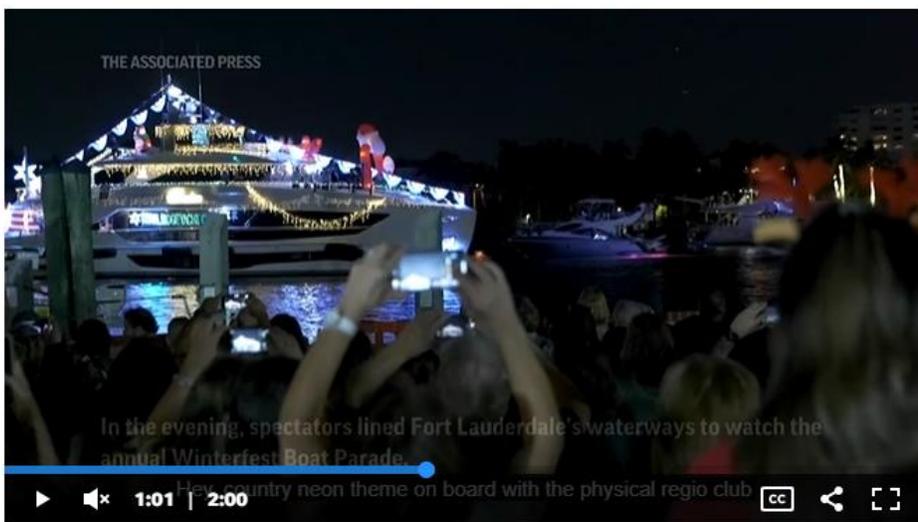
COVERAGE BRIEFING

| | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------|
| Winterfestivities | | |
| Sun Sentinel | Scott Luxor | December 12, 2022 |
| Impressions: 83,906 | AVE: \$4,466.00 | |
| Sun Sentinel | Scott Luxor | |
| December 12, 2022 | Impressions: 83,906 | |
| AVE: \$4,466.00 | | |
| Floating tiki, bright holiday decorations delight spectators as 51st Winterfest Boat Parade lights up New River a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content | | |
| WSVN 7 | | December 11, 2022 |
| Impressions: 39,906 | AVE: \$148.00 | |
| WSVN 7 | | |
| December 11, 2022 | Impressions: 39,906 | |
| AVE: \$148.00 | | |
| Floating tiki, bright holiday decorations delight spectators as 51st Seminole Hard Rock Winterfest Boat Parade lights up New River a " WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - It was a night of delights as scores of boats sailed into one of... .. | | |
| Spectacular, Sunny Weekend Ahead a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale News | | |
| WSVN 7 | | December 10, 2022 |
| Impressions: 39,906 | AVE: \$102.00 | |

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For You [News] Sports Entertainment Life Money Tech Travel Opinion



Fort Lauderdale basks in winter, hosts boat parade

Fort Lauderdale, sometimes referred to as the "Venice of America," hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video: Daniel Kozin)

AP

Published 4:11 p.m. ET Dec. 13, 2022



COVERAGE BRIEFING

[Fort Lauderdale basks in winter, hosts boat parade](#) [Skip to main content](#)
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The Eagle December 13, 2022
Impressions: 4,069 AVE: \$245.00
The Eagle
December 13, 2022 Impressions: 4,069
AVE: \$245.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 40 min ago 0 They Call Him Johnny Football Legends Event Center in Bryan opens Is intermittent fasting really a healthy diet? Highlights from College Station's win over CC Vets Arrington ...

[Fort Lauderdale basks in winter, hosts boat parade](#)

La Crosse Tribune December 13, 2022
Impressions: 21,225 AVE: \$2,981.00
La Crosse Tribune
December 13, 2022 Impressions: 21,225
AVE: \$2,981.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 21 min ago 0 Columnist Jim Polzin with his thoughts on Jim Leonhard's decision to leave the Badgers program View: Tease owner, April Benson, transforms into the Grinch at BSJ Care Center... ...

[Fort Lauderdale basks in winter, hosts boat parade](#)

News Bug (Online) December 13, 2022
Impressions: 1,645 AVE: \$6.00
News Bug (Online)
December 13, 2022 Impressions: 1,645
AVE: \$6.00

AP Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 48 min ago (13 Dec 2022) Fort Lauderdale, sometimes referred to as the Venice of America," hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video:... ...

[Fort Lauderdale basks in winter, hosts boat parade](#) [Skip to main content](#)
[Skip to main content Register for more free articles.Sign up](#)

North Platte Telegraph December 13, 2022
Impressions: 3,213 AVE: \$482.00
North Platte Telegraph

2022 Press Releases



COVERAGE BRIEFING



COVERAGE BRIEFING

December 30, 2022

[View in Browser](#)

All Coverage

[Good spots to watch boat parade this weekend](#)

Plantation Community News Marc Freeman December 17, 2022
Impressions: 553,049 AVE: \$14,266.00
Plantation Community News Marc Freeman
December 17, 2022 Impressions: 553,049
AVE: \$14,266.00

By Lisa J. Hurlash South Florida Sun-Sentinel * Dec 16, 2022 at 4:29 pm BOCA RATON -- About 30 boats -- interspersed with a fireworks show -- will wind down the Intracoastal this weekend as Boca Raton celebrates its 48th Annual Holiday Boat Parade. ... (2022 Seminole Hard Rock Winterfest Boat Parade - PHOTOS)

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles. Log in Sign up](#)

Arizona Daily Star December 13, 2022
Impressions: 71,648 AVE: \$1,683.00
Arizona Daily Star
December 13, 2022 Impressions: 71,648
AVE: \$1,683.00

Fort Lauderdale basks in winter, hosts boat parade Dec 10, 2022 23 min ago Time lapse of winter storm rolling into Tucson Questions to ask yourself before adopting a pet 52nd Fourth Avenue Winter Street Fair Merriam-Webster's Word of the Year Time... ..

[Fort Lauderdale basks in winter, hosts boat parade](#)

Yahoo! US December 13, 2022
Impressions: 4,917,063 AVE: \$4,546.00
Yahoo! US
December 13, 2022 Impressions: 4,917,063
AVE: \$4,546.00

Read full article Associated Press VideosFort Lauderdale basks in winter, hosts boat parade December 10, 2022, 4:03 PM Fort Lauderdale, sometimes referred to as the Venice of America, hosted the annual Seminole Hard Rock Winterfest boat parade amid balmy December temperatu ...

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles. Sign up](#)

Albany Democrat-Herald December 13, 2022
Impressions: 15,381 AVE: \$33.00
Albany Democrat-Herald
December 13, 2022 Impressions: 15,381
AVE: \$33.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 57 sec ago 0 Linn Co. cleans up 'hazard' Lebanon property Video: Veterans, near end of 3,365-mile hike, walk into Lebanon Oak Creek Preserve is the 'missing puzzle piece' Christmas Parlou ...

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles. Sign up](#)

The Billings Gazette December 13, 2022
Impressions: 162,585 AVE: \$5,274.00
The Billings Gazette
December 13, 2022 Impressions: 162,585
AVE: \$5,274.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 1 min ago 0 A four-year-old child diagnosed with Autism Spectrum Disorder works with RBT Cassian Rawden at the MSU Billings Institute for Neurodiversity & Applied Behavior Analysis Aerosmit ...

[Fort Lauderdale basks in winter, hosts boat parade](#)

The Missoulian December 13, 2022
Impressions: 2,203 AVE: \$106.00
The Missoulian
December 13, 2022 Impressions: 2,203
AVE: \$106.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Omaha World-Herald December 13, 2022
Impressions: 70,174 AVE: \$27,384.00
Omaha World-Herald
December 13, 2022 Impressions: 70,174
AVE: \$27,384.00

Dec 13, 2022 2 min ago 0 Meet the 2023 Nebraska football coaching staff A year on this 'hell planet' only lasts 17.5 hours NCAA volleyball Final Four bracket Carrier Chronicles: Gut reaction to Nebraska reportedly hiring Tony White as defensive coordi ...

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles. Sign up](#)

The Eagle December 13, 2022
Impressions: 4,069 AVE: \$245.00
The Eagle
December 13, 2022 Impressions: 4,069
AVE: \$245.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 40 min ago 0 They Call Him Johnny Football Legends Event Center in Bryan opens Is intermittent fasting really a healthy diet? Highlights from College Station's win over CC Vets Arrington ...

[Fort Lauderdale basks in winter, hosts boat parade](#)

La Crosse Tribune December 13, 2022
Impressions: 21,225 AVE: \$2,981.00
La Crosse Tribune
December 13, 2022 Impressions: 21,225
AVE: \$2,981.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 21 min ago 0 Columnist Jim Polzin with his thoughts on Jim Leonhard's decision to leave the Badgers program View: Tease owner, April Benson, transforms into the Grinch at BSJ Care Center... ..

[Fort Lauderdale basks in winter, hosts boat parade](#)

News Bug (Online) December 13, 2022
Impressions: 1,645 AVE: \$6.00
News Bug (Online)
December 13, 2022 Impressions: 1,645
AVE: \$6.00

AP Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 48 min ago (13 Dec 2022) Fort Lauderdale, sometimes referred to as the Venice of America, hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video:... ..

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles. Sign up](#)

North Platte Telegraph December 13, 2022
Impressions: 3,213 AVE: \$482.00
North Platte Telegraph

2022 Press Releases



COVERAGE BRIEFING

Grand Island Independent December 13, 2022
Impressions: 10,234 AVE: \$2,818.00
Grand Island Independent
December 13, 2022 Impressions: 10,234
AVE: \$2,818.00

Dec 13, 2022 1 hr ago 0 Grand Island Senior High's 'Best Christmas Pageant Ever' Take a look at Operation Warm in Grand Island HOLIDAY CHEER: Grand Island's Railside Christmas GoFundMe: The most generous countries in the world Thursday, December...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Beatrice Daily Sun December 13, 2022
Impressions: 3,533 AVE: \$1,057.00
Beatrice Daily Sun
December 13, 2022 Impressions: 3,533
AVE: \$1,057.00

Dec 13, 2022 11 min ago 0 How toilet water aerosolized and sprays out of the bowl every time you flush Wednesday, December 7 weather update for southeast Nebraska Prince Harry has 'no early memories' of Princess Diana Nebraska's Nicklin Hames and...

[Fort Lauderdale basks in winter, hosts boat parade](#)

The Bradford Era December 13, 2022
Impressions: 3,534 AVE: \$2.00
The Bradford Era
December 13, 2022 Impressions: 3,534
AVE: \$2.00

(13 Dec 2022) Fort Lauderdale, sometimes referred to as the "Venice of America, hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video: Daniel Kozin) Subscribe for more Breaking News: <http://smarturl.it/AssociatedPres> ...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Winchester News-Gazette December 13, 2022
Impressions: 546 AVE: \$13.65
Winchester News-Gazette
December 13, 2022 Impressions: 546
AVE: \$13.65

Dec 13, 2022 3 hrs ago (13 Dec 2022) Fort Lauderdale, sometimes referred to as the Venice of America, hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video: Daniel Kozin) Subscribe for more Breaking News: <http://s> ...

[Fort Lauderdale basks in winter, hosts boat parade](#)

December 13, 2022 Impressions: 3,213
AVE: \$482.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 1 hr ago 0 Cat thrown after interrupting Brazil press conference during World Cup How to prevent your car from being stolen Watch: John Cook breaks down Husker film with Brent C. Wagner....

[Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 1 min ago](#)

The Journal Times December 13, 2022
Impressions: 41,215 AVE: \$1,855.00
The Journal Times
December 13, 2022 Impressions: 41,215
AVE: \$1,855.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Opelika-Auburn News December 13, 2022
Impressions: 21,981 AVE: \$136.00
Opelika-Auburn News
December 13, 2022 Impressions: 21,981
AVE: \$136.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles.Sign up](#)

Waco Tribune-Herald December 13, 2022
Impressions: 6,216 AVE: \$447.00
Waco Tribune-Herald
December 13, 2022 Impressions: 6,216
AVE: \$447.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 3 min ago 0 With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman....

[Fort Lauderdale basks in winter, hosts boat parade](#)

The Journal Gazette and Times-Courier December 13, 2022

Impressions: 6,546 AVE: \$38.00
The Journal Gazette and Times-Courier
December 13, 2022 Impressions: 6,546
AVE: \$38.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade](#)

The Bismarck Tribune December 13, 2022
Impressions: 43,007 AVE: \$254.00
The Bismarck Tribune
December 13, 2022 Impressions: 43,007
AVE: \$254.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 11 min ago 0 With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman....

[Fort Lauderdale basks in winter, hosts boat parade](#)

Clipper-Herald December 13, 2022
Impressions: 4,300 AVE: \$11.00
Clipper-Herald
December 13, 2022 Impressions: 4,300
AVE: \$11.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 34 min ago 0 With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman....

[Fort Lauderdale basks in winter, hosts boat parade](#)

Kearney Hub December 13, 2022
Impressions: 41,721 AVE: \$495.00
Kearney Hub
December 13, 2022 Impressions: 41,721
AVE: \$495.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade Skip to main content Skip to main content Register for more free articles.Sign up](#)

2022 Press Releases

GO RIVERWALK

Date: Thursday, December 01, 2022
 Location: FORT LAUDERDALE, FL
 Circulation (DMA): 12,500 (N/A)
 Type (Frequency): Magazine (12Y)
 Page: 10
 Section: Main
 Keyword: Seminole Hard Rock Winterfest Boat Parade

FROM THE BOARD

BY RICHARD RODRIGUEZ
Riverwalk Fort Lauderdale Chair

'TIS THE SEASON

WINTERTIME ALONG THE RIVERWALK

December is busy and bustling in Fort Lauderdale. Visitors from all over the nation will flood the streets again as they do each year. They come to experience what we take for granted – cooler, but rarely frigid weather, consistently sunny days, and a multitude of events to enjoy along the Riverwalk, Las Olas, and beyond.

Dec. 10
The 51st Annual Seminole Hard Rock Winterfest Boat Parade
 (Visit www.winterfestparade.com for more information)
 The "Best Show on H2O" floats along the New River and the Riverwalk starting just west of the Stranahan House. More than 100 boats shine with festive decorations, ranging in size from 20 feet long to megayachts more than 200 feet long. The Winterfest Boat Parade attracts over 1 million spectators along the 12-mile route between the Riverwalk/New River and north to Lake Santa Barbara in Pompano Beach. This one-night event brings an economic impact for Broward County of over \$50 million.

Dec. 17
SantaCon Fort Lauderdale
 SantaCon is coming to Fort Lauderdale, starting at YOLO and continuing the party to Rooftop lounge and many other stops (to be announced) along Las Olas Boulevard. Come in your dressiest holiday attire, or best Santa suit and bring in the holiday cheer with hundreds of your closest friends during this Santa rally on Las Olas. This a 21+ event.

Dec. 24
Fort Lauderdale Jingle Bell Jog Las Olas Oceanside Park
 Thousands of Santas will sprint along A1A on Fort Lauderdale Beach on Dec. 24 for the Fort Lauderdale Jingle Bell Jog. This annual 5K running event will feature jingle bells, Santa, mistletoe, egg nog, reindeer and elves. If you're not up for the 5K, you can sign up for the Elf Dash!
 See you on the Riverwalk! 📍



COVERAGE BRIEFING

WINTER WONDERLAND

Go Riverwalk Magazine REPRESENTATIVE CHIP LAMARCA December 1, 2022
 Impressions: 12,500 AVE: \$2,205.00
 Go Riverwalk Magazine REPRESENTATIVE CHIP LAMARCA
 December 1, 2022 Impressions: 12,500
 AVE: \$2,205.00

FROM 93RD DISTRICT STATE REPRESENTATIVE BY REPRESENTATIVE CHIP LAMARCA District i WINTER WONDERLAND HOLIDAY ACTIVITIES ARRIVE. FORT LAUDERDALE STYLE We may not have the change of leaves here in South Florida, but the cooler breeze is starting to make its... ..

Sailing through a winter wonderland: Guide to South Florida's holiday boat parades

Sun Sentinel Phillip Valys December 1, 2022
 Impressions: 432,034 AVE: \$43,558.00
 Sun Sentinel Phillip Valys
 December 1, 2022 Impressions: 432,034
 AVE: \$43,558.00

By Phillip Valys South Florida Sun-Sentinel * Nov 30, 2022 at 2:17 pm Thousands of people gathered along the New River and Intracoastal Waterway to view the 50th Seminole Hard Rock Winterfest Boat Parade, Saturday, December 11, 2021. South Florida will... ..

'TIS THE SEASON

Go Riverwalk Magazine RICHARDS RODRIGUEZ December 1, 2022
 Impressions: 12,500 AVE: \$2,205.00
 Go Riverwalk Magazine RICHARDS RODRIGUEZ
 December 1, 2022 Impressions: 12,500
 AVE: \$2,205.00

FROM THE BOARD BY RICHARD RODRIGUEZ Riverwalk Fort Lauderdale Chair % 'TIS THE SEASON WINTERTIME ALONG THE RIVERWALK December is busy and bustling in Fort Lauderdale. Visitors from all over the nation will flood the streets again as they do each year.... ..

2022 Press Releases



COVERAGE BRIEFING

[Fort Lauderdale basks in winter, hosts boat parade](#)

Sioux City Journal December 13, 2022
Impressions: 9,190 AVE: \$388.00
Sioux City Journal December 13, 2022 Impressions: 9,190
AVE: \$388.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Bristol Herald Courier December 13, 2022
Impressions: 8,717 AVE: \$68.00
Bristol Herald Courier December 13, 2022 Impressions: 8,717
AVE: \$68.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

[Fort Lauderdale basks in winter, hosts boat parade](#) [Skip to main content](#) [Register for more free articles.](#) [Sign up](#)

The Press of Atlantic City December 13, 2022
Impressions: 33,726 AVE: \$657.00
The Press of Atlantic City December 13, 2022 Impressions: 33,726
AVE: \$657.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Hartford City News-Times December 13, 2022
Impressions: 101 AVE: \$2.53
Hartford City News-Times December 13, 2022 Impressions: 101
AVE: \$2.53

The Times of NW Indiana - Illinois Edition December 13, 2022
Impressions: 36,723 AVE: \$3,762.00
The Times of NW Indiana - Illinois Edition December 13, 2022 Impressions: 36,723
AVE: \$3,762.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 10 min ago 0 WATCH NOW: Lake Michigan's waves roll in along the Beverly Shores coast WATCH NOW: 219 News Now - 12/12/22 Aerosmith cancels rest of Las Vegas residency over Steven Tyler...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Iosco County News-Herald December 13, 2022
Impressions: 50,509 AVE: \$2.00
Iosco County News-Herald December 13, 2022 Impressions: 50,509
AVE: \$2.00

Dec 13, 2022 2 hrs ago (13 Dec 2022) Fort Lauderdale, sometimes referred to as the Venice of America," hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video: Daniel Kozin) Subscribe for more Breaking News: [http://s...](#)

[Fort Lauderdale basks in winter, hosts boat parade](#)

Quad-City Times December 13, 2022
Impressions: 32,543 AVE: \$1,324.00
Quad-City Times December 13, 2022 Impressions: 32,543
AVE: \$1,324.00

Fort Lauderdale basks in winter, hosts boat parade Dec 13, 2022 26 min ago 0 Watch Now: House slated for demolition at 3403 Overland Drive in Bettendorf Iowa Secretary of State Paul Pate and gun rights advocates celebrated the newest amendment to the...

[Fort Lauderdale basks in winter, hosts boat parade](#)

USA Today - New York Bureau December 13, 2022
Impressions: 8,539,477 AVE: \$89,379.00
USA Today - New York Bureau December 13, 2022 Impressions: 8,539,477
AVE: \$89,379.00

Fort Lauderdale, sometimes referred to as the Venice of America," hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video: Daniel Kozin) AP Help Terms of Service Your California Privacy Rights/Privacy Policy Privacy...

[Fort Lauderdale basks in winter, hosts boat parade](#) [Skip to main content](#) [Register for more free articles.](#) [Sign up](#)

The Floyd Press December 13, 2022
Impressions: 2,477 AVE: \$15.00
The Floyd Press December 13, 2022 Impressions: 2,477
AVE: \$15.00

Dec 13, 2022 1 hr ago 0 Riverheads v. George Wythe 'New era' of ties as Saudi Arabia gathers China's Xi with Arab leaders PA: THE BOY IN THE BOX EXPECTED TO BE NAMED THURS Why it's time to start taking vitamin D supplements Rare ice age lion fossil... ..

[Fort Lauderdale basks in winter, hosts boat parade](#)

The Sentinel - Shippensburg Bureau December 13, 2022
Impressions: 4,354 AVE: \$124.00
The Sentinel - Shippensburg Bureau December 13, 2022 Impressions: 4,354
AVE: \$124.00

This is a modal window. Beginning of dialog window. Escape will cancel and close the window. End of dialog window. With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops... ..

[Fort Lauderdale basks in winter, hosts boat parade](#)

Independent Tribune December 13, 2022
Impressions: 2,533 AVE: \$19.00
Independent Tribune December 13, 2022 Impressions: 2,533
AVE: \$19.00

By Deebo Samuel, Mayim Bialik, Leslie Jordan With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of...

[Fort Lauderdale basks in winter, hosts boat parade](#)

Pee Dee Weekly December 13, 2022
Impressions: 557 AVE: \$13.93
Pee Dee Weekly December 13, 2022 Impressions: 557
AVE: \$13.93

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so...

2022 Press Releases



COVERAGE BRIEFING

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Digital Journal December 9, 2022
Impressions: 28,781 AVE: \$364.00
Digital Journal
December 9, 2022 Impressions: 28,781
AVE: \$364.00

This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate the Winterfest Boat Parade in Ft. Lauderdale ...

[Final preparations made for Seminole Hard Rock Casino Winterfest Boat Parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, We](#)

WSVN 7 December 9, 2022
Impressions: 39,906 AVE: \$132.00
WSVN 7
December 9, 2022 Impressions: 39,906
AVE: \$132.00

Final preparations made for Seminole Hard Rock Casino Winterfest Boat Parade a " WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - Instead of boughs of holly, this crew is stringing bright tinsel and loads of lights on the bow and... ...

[7News previews Seminole Hard Rock Winterfest Boat Parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Sports - Fort](#)

WSVN 7 December 9, 2022
Impressions: 39,906 AVE: \$248.00
WSVN 7
December 9, 2022 Impressions: 39,906
AVE: \$248.00

7News previews Seminole Hard Rock Winterfest Boat Parade a " WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - As preparations finish up the day before the Seminole Hard Rock Winterfest Boat Parade, 7's Vivian Gonzalez asked organizer ...

[PICTURE PERFECT FOR WINTERFEST WEEKEND a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale News](#)

WSVN 7 December 9, 2022
Impressions: 39,906 AVE: \$185.00
WSVN 7

WSVN 7
December 10, 2022 Impressions: 39,906
AVE: \$102.00

Spectacular, Sunny Weekend Ahead a " WSVN 7News Miami News, Weather, Sports The nice stretch of weather we've been enjoying rolls on into the weekend thanks to high pressure, a feature responsible for quiet weather conditions, that has remained parked... ...

[Grand marshal reception kicks off Winterfest fun ahead of 51st boat parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weat](#)

WSVN 7 December 10, 2022
Impressions: 39,906 AVE: \$179.00
WSVN 7
December 10, 2022 Impressions: 39,906
AVE: \$179.00

Grand marshal reception kicks off Winterfest fun ahead of 51st boat parade a " WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - Before the 51st annual Seminole Hard Rock Winterfest Boat Parade rolls along the New River this weekend,. ...

[2022 Seminole Hard Rock Winterfest Boat Parade - PHOTOS](#)

Plantation Community News December 10, 2022
Impressions: 432,034 AVE: \$2,966.00
Plantation Community News
December 10, 2022 Impressions: 432,034
AVE: \$2,966.00

Seminole Hard Rock Winterfest Boat Parade The Seminole Hard Rock Winterfest Boat Parade took place on Saturday, Dec. 10 on the New River in downtown Fort Lauderdale. Thousands attended the annual event that featured private boats to giant showboats and... ...

[Winterfest Boat Parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale News Local Miam](#)

WSVN 7 December 10, 2022
Impressions: 39,906 AVE: \$37.00
WSVN 7
December 10, 2022 Impressions: 39,906
AVE: \$37.00

Winterfest Boat Parade a " WSVN 7News Miami News, Weather, Sports All content A(c) Copyright 2000 - 2022 WSVN-TV. WSVN broadcast educational and informational programming for children, and file quarterly reports with the FCC detailing the station's...

(13 Dec 2022) Fort Lauderdale, sometimes referred to as the "Venice of America, hosted the annual Winterfest boat parade amid balmy December temperatures (Dec. 13)(AP Video: Daniel Kozin) Subscribe for more Breaking News: <http://smarturl.it/AssociatedPres> ...

[Lane closures, traffic shift Wednesday on Somers Point-Longport bridge Skip to main content Skip to main content Register for more fr](#)

The Press of Atlantic City December 13, 2022
Impressions: 33,726 AVE: \$894.00
The Press of Atlantic City
December 13, 2022 Impressions: 33,726
AVE: \$894.00

Lane closures, traffic shift Wednesday on Somers Point-Longport bridge Selena Vazquez Dec 13, 2022 1 hr ago 0 Selena Vazquez With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their... ...

[Winterfestivities](#)

Sun Sentinel Scott Luxor December 12, 2022
Impressions: 83,906 AVE: \$4,466.00
Sun Sentinel Scott Luxor
December 12, 2022 Impressions: 83,906
AVE: \$4,466.00

[Floating tiki, bright holiday decorations delight spectators as 51st Winterfest Boat Parade lights up New River a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content](#)

WSVN 7 December 11, 2022
Impressions: 39,906 AVE: \$148.00
WSVN 7
December 11, 2022 Impressions: 39,906
AVE: \$148.00

Floating tiki, bright holiday decorations delight spectators as 51st Seminole Hard Rock Winterfest Boat Parade lights up New River a " WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - It was a night of delights as scores of boats sailed into one of... ...

[Spectacular, Sunny Weekend Ahead a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale News](#)

WSVN 7 December 10, 2022
Impressions: 39,906 AVE: \$102.00

Kidman and husband
Keith Urban held hands
as they headed off to
visit her mother, Janelle.



Hitmaker's Parade

Hollywood, Fla., Dec. 10

*NSync's Chris Kirkpatrick and Joey Fatone were joined by "Tell It to My Heart" songstress Taylor Dayne as Grand Marshals of the 2022 Seminole Hard Rock Winterfest Boat Parade.



About

Subjects Beauty, Celebrities, Entertainment, Fashion and Wearing Apparel, Motion Pictures, Gossip

DMA New York, NY (1)

Type Magazine, consumer
Frequency Weekly

Circulation/Audience Reach 766,523

2022 Press Releases



COVERAGE BRIEFING

December 9, 2022 Impressions: 39,906
AVE: \$185.00

PICTURE PERFECT FOR WINTERFEST WEEKEND a " WSVN 7News Miami News, Weather, SportsHappy Friday, South Florida! Hopefully everyone had a great week! South Florida has been quite lucky as we continue to reap the benefits of the dry season. High pressure... ..

[All Saints Episcopal Church Boat Parade Viewing Party](#)

SocialMiami December 9, 2022
Impressions: 685 AVE: \$2.00
SocialMiami
December 9, 2022 Impressions: 685
AVE: \$2.00

Fairs, Festivals & Shows Date Saturday, December 10, 2022, 5:00 pm Categories Fairs, Festivals & Shows Place All Saints Episcopal Church in Fort Lauderdale Address 333 Tarpon Dr Phone(954)467-6496 Website <http://bit.ly/boatparade2022> Contact Email office ...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Arizona Republic December 8, 2022
Impressions: 668,440 AVE: \$36,019.00
The Arizona Republic
December 8, 2022 Impressions: 668,440
AVE: \$36,019.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[A Massive 100-Boat Winterfest Parade Will Be A Sea of Neon Floating Through Florida This Weekend](#)

News Break December 8, 2022
Impressions: 1,249,855 AVE: \$24,071.00
News Break
December 8, 2022 Impressions: 1,249,855
AVE: \$24,071.00

Uncovering Florida 7 hours ago Boat floats captured during the 2021 iteration of Fort Lauderdale's Winterfest Boat Parade Photo by Winterfest Boat Parade Facebook A bunch of local boaters and private yacht owners floatin' down the waterways of Fort...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 2,487 AVE: \$62.00
Financial Content
December 8, 2022 Impressions: 2,487
AVE: \$62.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 16,355 AVE: \$259.00
Financial Content
December 8, 2022 Impressions: 16,355
AVE: \$259.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Mammoth Times December 8, 2022
Impressions: 468 AVE: \$11.70
Mammoth Times
December 8, 2022 Impressions: 468
AVE: \$11.70

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 103,265 AVE: \$1,680.00
Financial Content
December 8, 2022 Impressions: 103,265
AVE: \$1,680.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

1450 KVML-AM Sonora (Online) December 8, 2022
Impressions: 479 AVE: \$10.00
1450 KVML-AM Sonora (Online)
December 8, 2022 Impressions: 479
AVE: \$10.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Inyo Register December 8, 2022
Impressions: 773 AVE: \$19.33
The Inyo Register
December 8, 2022 Impressions: 773
AVE: \$19.33

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

SBWire (Online) December 8, 2022
Impressions: 15,211 AVE: \$84.00
SBWire (Online)
December 8, 2022 Impressions: 15,211
AVE: \$84.00

San Francisco, CA -- (ReleaseWire) -- 12/08/2022 --On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate the Winterfest Boat Parade in Ft. Lauderdale, Florida. Sponsored by the Seminole Hard Rock Cafe, this... ..

[Fort Lauderdale basks in winter, hosts boat parade](#)

Columbus Telegram December 8, 2022
Impressions: 2,850 AVE: \$29.00

2022 Press Releases



COVERAGE BRIEFING



What Are Your 2023 Travel Plans?

Christmas in Florida is filled with unique venues, quirky decorations, and exciting towns. I've experienced small-town Christmas celebrations, parades, boat parades, and more. Each year, I try to find at least one more quirky or fun Christmas spot to add to our list.

[Tell Us Here!](#)

TRAVEL
AWAITS



The Seminole Hard Rock Winterfest Boat Parade in Fort Lauderdale
PHOTO CREDIT: ALBERT BARR / SHUTTERSTOCK.COM

8. Fort Lauderdale

It's exhilarating to watch a slow [parade of boats](#) all decked out in twinkling lights and decorations make their way down any waterway. The lights reflecting off the water, Santa and his elves waving ... for water lovers across the globe, the holidays signal the time-honored tradition of a Christmas boat parade!

In Florida, the mack daddy of all Christmas boat parades is in [Fort Lauderdale](#). Appropriately named the Venice of America, Fort Lauderdale has almost as many waterways as it does roads.

The [Seminole Hard Rock Winterfest Boat Parade](#) draws all types and categories of watercraft, from small private boats to mega-yachts. Some vessels will have music, lights, entertainment, decorations, musical groups, and celebrities.

Over a million spectators are expected to attend as The Winterfest Boat Parade route begins at the Stranahan House, then heads east down the New River to the Intracoastal Waterway. From there, it

2022 Press Releases



COVERAGE BRIEFING

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Sweetwater Reporter December 8, 2022
Impressions: 21,016 AVE: \$145.00
The Sweetwater Reporter
December 8, 2022 Impressions: 21,016
AVE: \$145.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Malvern Daily Record December 8, 2022
Impressions: 9,895 AVE: \$62.00
Malvern Daily Record
December 8, 2022 Impressions: 9,895
AVE: \$62.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 22,084 AVE: \$1,089.00
Financial Content
December 8, 2022 Impressions: 22,084
AVE: \$1,089.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Big Spring Herald December 8, 2022
Impressions: 7,326 AVE: \$31.00
Big Spring Herald
December 8, 2022 Impressions: 7,326
AVE: \$31.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Saline Courier December 8, 2022
Impressions: 140 AVE: \$3.50
The Saline Courier
December 8, 2022 Impressions: 140
AVE: \$3.50

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 779,847 AVE: \$57,291.00
Financial Content
December 8, 2022 Impressions: 779,847
AVE: \$57,291.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Oklahoman December 8, 2022
Impressions: 5,118 AVE: \$62.00
The Oklahoman
December 8, 2022 Impressions: 5,118
AVE: \$62.00

Columbus Telegram
December 8, 2022 Impressions: 2,850
AVE: \$29.00

With temperature in the low 80s (mid 20's Celsius), revelers wear Christmas-themed shirts and reindeer headdresses with their flip-flops to pose in front of a smiling snowman sculpture on the main strip of Fort Lauderdale beach. "I'm from up north, so..."

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Chicago Daily Herald (Online) December 8, 2022
Impressions: 84,757 AVE: \$1,348.00
Chicago Daily Herald (Online)
December 8, 2022 Impressions: 84,757
AVE: \$1,348.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Daily Times Leader December 8, 2022
Impressions: 2,275 AVE: \$20.00
Daily Times Leader
December 8, 2022 Impressions: 2,275
AVE: \$20.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Valley City Times-Record December 8, 2022
Impressions: 2,245 AVE: \$31.00
Valley City Times-Record
December 8, 2022 Impressions: 2,245
AVE: \$31.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

2022 Press Releases



COVERAGE BRIEFING

2022 Seminole Hard Rock Winterfest Boat Parade | PHOTOS

Dec 10, 2022 at 12:00 am

Expand Autoplay

1 of 15 <>



FEEDBACK



MOST POPULAR

'Die-95': How to survive the stress and dangers of Florida's Interstate 95

An 89-year-old woman was raped and murdered in 1994. Now, DNA from her nightgown has identified her killer

Pembroke Pines man arrested on murder charge after woman's body found along Interstate 95

2022 Seminole Hard Rock Winterfest Boat Parade | PHOTOS

Dec 10, 2022 at 12:00 am

Expand Autoplay

4 of 15 <>



MOST POPULAR

'Die-95': How to survive the stress and dangers of Florida's Interstate 95

An 89-year-old woman was raped and murdered in 1994. Now, DNA from her nightgown has identified her killer

Pembroke Pines man arrested on murder charge after woman's body found along Interstate 95

2022 Press Releases



COVERAGE BRIEFING

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 4,203 AVE: \$752.00
Financial Content
December 8, 2022 Impressions: 4,203
AVE: \$752.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 684 AVE: \$10.00
Financial Content
December 8, 2022 Impressions: 684
AVE: \$10.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Post and Mail December 8, 2022
Impressions: 2,464 AVE: \$10.00
The Post and Mail
December 8, 2022 Impressions: 2,464
AVE: \$10.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Business.decatourdailydemocrat.com December 8, 2022

[Q&A with grand marshal TAYLOR DAYNE](#)

Sun Sentinel Ben Crandell December 8, 2022
Impressions: 83,906 AVE: \$5,313.00
Sun Sentinel Ben Crandell
December 8, 2022 Impressions: 83,906
AVE: \$5,313.00

Q&A with grand marshal TAYLOR DAYNE Pop singer on Saturday's Winterfest Boat Parade, good old days and CBGB nights By Ben Crandell South Florida Sun Sentinel "" "T" T"e'regoingtogoutona // limb here and say that the 1/ // 2022 edition of the Semi...

[Best Things to Do in Miami This Weekend December 9-11, 2022](#)

Miami New Times December 8, 2022
Impressions: 40,604 AVE: \$1,330.00
Miami New Times
December 8, 2022 Impressions: 40,604
AVE: \$1,330.00

Ashley-Anna Aboreden, Jose D. Duran and Sophia Medina December 8, 2022 8:00AM Lotus at North Beach Music Festival: See Friday Photo by Ben Wong ({ name: Related Stories / Support Us Combo, component: 12278355, insertPoint: 4, requiredCountToDisplay:...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 1,000 AVE: \$155.00
Financial Content
December 8, 2022 Impressions: 1,000
AVE: \$155.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Fat Pitch Financials December 8, 2022
Impressions: 1,228 AVE: \$10.00
Fat Pitch Financials
December 8, 2022 Impressions: 1,228
AVE: \$10.00

Impressions: 15,780 AVE: \$93.00
Financial Content
December 8, 2022 Impressions: 15,780
AVE: \$93.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Starkville Daily News December 8, 2022
Impressions: 2,009 AVE: \$10.00
Starkville Daily News
December 8, 2022 Impressions: 2,009
AVE: \$10.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Antlers American (Online) December 8, 2022
Impressions: 1,000 AVE: \$72.00
The Antlers American (Online)
December 8, 2022 Impressions: 1,000
AVE: \$72.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Borger News-Herald December 8, 2022
Impressions: 364 AVE: \$9.10
Borger News-Herald
December 8, 2022 Impressions: 364
AVE: \$9.10

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

2022 Press Releases



COVERAGE BRIEFING

Disney Parties to Boat Parades

Trade pine trees for palm trees this Christmas in Florida.

By [Skye Sherman](#) | Published on November 12, 2022



PHOTO: BUENA VISTA IMAGES/GETTY IMAGES

Despite the absence of snow, the [Sunshine State](#) is still a very merry place to celebrate the most wonderful time of the year. The winter season is a [great time to visit Florida](#) because the weather is simply glorious; while northern Florida gets chilly but never snows, South Florida offers mild temperatures and bright, sunny days. If you're sick of the cold weather and are happy to trade pine trees for palm trees, here's how to celebrate Christmas in Florida.

Related: [15 Holiday Travel Tips for a Less Stressful Festive Season](#)



PHOTO: JOE RAEDLE/GETTY IMAGES

Watch a holiday boat parade.

Many big cities and small towns up and down the coasts of Florida put on holiday boat parades. This fun Christmastime activity includes hundreds of holiday-decorated boats parading along a waterway, usually in support of a good local cause. Some of the most popular boat parades in the state include the 12-mile [Winterfest Boat Parade](#) in Fort Lauderdale, the [Palm Beach Holiday Boat Parade](#) in Jupiter, and the [Jacksonville Light Boat Parade](#) along the St. Johns River on Thanksgiving weekend.

2022 Press Releases



COVERAGE BRIEFING

Impressions: 2,892 AVE: \$20.00

Business.decatordailydemocrat.com

December 8, 2022

Impressions: 2,892

AVE: \$20.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content

December 8, 2022

Impressions: 63

AVE: \$117.00

Financial Content

December 8, 2022

Impressions: 63

AVE: \$117.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Buffalo News

December 8, 2022

Impressions: 243,930

AVE: \$23,283.00

The Buffalo News

December 8, 2022

Impressions: 243,930

AVE: \$23,283.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content

December 8, 2022

Impressions: 321,578

AVE: \$12,072.00

Financial Content

December 8, 2022

Impressions: 321,578

AVE: \$12,072.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Pittsburgh Post-Gazette

December 8, 2022

Impressions: 303,031

AVE: \$10,755.00

Pittsburgh Post-Gazette

December 8, 2022

Impressions: 303,031

AVE: \$10,755.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Pilot News

December 8, 2022

Impressions: 5,039

AVE: \$31.00

The Pilot News

December 8, 2022

Impressions: 5,039

AVE: \$31.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Saint Mary's Daily Press

December 8, 2022

Impressions: 110

AVE: \$2.75

Saint Mary's Daily Press

December 8, 2022

Impressions: 110

AVE: \$2.75

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Observer News Enterprise

December 8, 2022

Impressions: 5,885

AVE: \$31.00

The Observer News Enterprise

December 8, 2022

Impressions: 5,885

AVE: \$31.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content

December 8, 2022

Impressions: 25,552

AVE: \$435.00

Financial Content

December 8, 2022

Impressions: 25,552

AVE: \$435.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content

December 8, 2022

Impressions: 371,417

AVE: \$10,454.00

Financial Content

December 8, 2022

Impressions: 371,417

AVE: \$10,454.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Ridgway Record

December 8, 2022

Impressions: 6,190

AVE: \$31.00

The Ridgway Record

December 8, 2022

Impressions: 6,190

AVE: \$31.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Punxsutawney Spirit

December 8, 2022

2022 Press Releases



COVERAGE BRIEFING

Impressions: 155 AVE: \$3.88
The Punksutawney Spirit
December 8, 2022 Impressions: 155
AVE: \$3.88

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

The Kane Republican December 8, 2022
Impressions: 12,867 AVE: \$373.00
The Kane Republican
December 8, 2022 Impressions: 12,867
AVE: \$373.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Evening Leader December 8, 2022
Impressions: 13,752 AVE: \$321.00
Evening Leader
December 8, 2022 Impressions: 13,752
AVE: \$321.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 749,189 AVE: \$18,710.00
Financial Content
December 8, 2022 Impressions: 749,189
AVE: \$18,710.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

South Florida General Business Visit Lauderdale's Upcoming Events Reflect the Destination's Authentic and Inclusive Community December 8, 2022 Calendar of Diverse Events Reflects the Destination's Authentic and Inclusive Community Visit Lauderdale,.... ...

[Weekend things to do: Putting the Krampus, Crist and Vanilla Ice in the season](#)

Sun Sentinel Ben Crandell December 8, 2022
Impressions: 432,034 AVE: \$58,232.00
Sun Sentinel Ben Crandell
December 8, 2022 Impressions: 432,034
AVE: \$58,232.00

By Ben Crandell South Florida Sun-Sentinel * Dec 08, 2022 at 6:02 am Thousands of people gathered along the New River and Intracoastal Waterway to view the 50th Seminole Hard Rock Winterfest Boat Parade, Saturday, December 11, 2021. We're trying not...

[Cruisin' Tikis prepares to ride in style at Seminole Hard Rock Winterfest Boat Parade a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News - Miami](#)

WSVN 7 December 7, 2022
Impressions: 39,906 AVE: \$124.00
WSVN 7
December 7, 2022 Impressions: 39,906
AVE: \$124.00

Cruisin' Tikis prepares to ride in style at Seminole Hard Rock Winterfest Boat Parade a " WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - A tiki bar is getting set to sail as part of a South Florida holiday tradition. The folks... ...

[Enjoy the 51st Winterfest Boat Parade from AC Hotel in Fort Lauderdale or Shooters Waterfront for best views a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content](#)

WSVN 7 December 6, 2022
Impressions: 39,906 AVE: \$194.00
WSVN 7
December 6, 2022 Impressions: 39,906
AVE: \$194.00

Enjoy the 51st Winterfest Boat Parade from AC Hotel in Fort Lauderdale or Shooters Waterfront for best views a " WSVN 7News Miami News, Weather, Sports Winter in South Florida means trading in snow for sand, and Santa Claus rocking some red swim trunks... ...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Financial Content December 8, 2022
Impressions: 680,131 AVE: \$10,423.00
Financial Content
December 8, 2022 Impressions: 680,131
AVE: \$10,423.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Minyanville (Online) December 8, 2022
Impressions: 2,622 AVE: \$20.00
Minyanville (Online)
December 8, 2022 Impressions: 2,622
AVE: \$20.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[On Air Parking Excited to Celebrate Winterfest Boat Parade in Ft. Lauderdale, Florida](#)

Wapakoneta Daily News December 8, 2022
Impressions: 18,710 AVE: \$114.00
Wapakoneta Daily News
December 8, 2022 Impressions: 18,710
AVE: \$114.00

By: ReleaseWire - Latest Press Releases This press release was originally distributed by ReleaseWire San Francisco, CA -- (ReleaseWire) -- 12/08/2022 -- On Air Parking, the leader for cheap and affordable parking for travelers, is excited to celebrate...

[Visit Lauderdale's Upcoming Events Reflect the Destination's Authentic and Inclusive Community](#)

CityBiz December 8, 2022
Impressions: 48,960 AVE: \$1,224.00
CityBiz
December 8, 2022 Impressions: 48,960
AVE: \$1,224.00

2022 Press Releases



COVERAGE BRIEFING

SOUTHERN BOATING

Date: Thursday, December 01, 2022
Location: FORT LAUDERDALE, FL
Circulation (DMA): 36,335 (N/A)
Type (Frequency): Magazine (M)
Page: 18
Section: Main
Keyword: Seminole Hard Rock Winterfest Boat Parade

GO RIVERWALK

Date: Tuesday, November 01, 2022
Location: FORT LAUDERDALE, FL
Circulation (DMA): 12,500 (N/A)
Type (Frequency): Magazine (12Y)
Page: 38
Section: Main
Keyword: Seminole Hard Rock Winterfest Boat Parade

AQUATIC HOLIDAY FUN

WHO YOU'LL SEE AT THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE

WRITER: GO RIVERWALK STAFF

This holiday season will bring residents and visitors together to celebrate the annual Seminole Hard Rock Winterfest Boat Parade on Saturday, Dec. 10, with a memorable night of lights, music and fun along the waterways of Fort Lauderdale and Pompano Beach.

Private boats, giant showboats and mega yachts will make their way along the 12-mile route on the New River, all adorned with hundreds of thousands of lights, neon and nautical decorations. Keep your eye out for the boats featuring celebrities, musical groups and beauty queens.

WHO TO SEE

Here are a few of the parade showstoppers coming to South Florida's Waterways on Dec. 10 during the parade:

- Grand Marshal Taylor Dayne, singer, songwriter and actress
- Co-Grand Marshals Joey Fatone and Chris Kirkpatrick of the boy band sensation NSYNC
- Santa onboard Jungle Queen
- Nutcracker on board Water Taxi
- Winterfest Neon Nightlife Under the Sea "Octopus Garden" show float
- Aqua-Flight fire show
- 12 Dinghies of Christmas with Winterfest
- Blue Foot Pirate Tours with Florida Renaissance Festival
- Florida Children's Theatre boat
- Rudolph in the Parade Sing-along entry
- Karaoke Show Float on board Ballyhoo
- H-PROOF on board Summerwind
- Blah Face LLC on board River Queen
- Country duo Tigirlily on board Breezy Tiki
- Three-piece band Kerst Lehmann & Black Tie Optional
- Three-piece band Ricky Valido & The Hialeah Hillbillies
- Four-piece band Tairon Aguilera

CELEBRITIES

Celebrities who will be attending Winterfest's various events throughout the season:

- Parade Captain: Bravo's Below Deck Captain Lee
- Miss Florida USA Taylor Fulford
- Miss Florida Teen USA Alyssa Khan
- City of Fort Lauderdale Mayor Dean Trantalis
- Broward County Mayor Michael Udine
- Paul Castronovo, BIG 1059 iHeart Media personality

The Seminole Hard Rock Winterfest Boat Parade has been a beloved holiday tradition since 1971 when it first sailed through the beautiful waterways that have given Fort Lauderdale the name "Venice of America." The parade not only serves as a showcase for national and local businesses who have been partners for years, but also demonstrates South Florida's boaters unique twist on the holidays, with Parade floats that really float.

WANT TO GO?

Tickets available at www.winterfestparade.com.



This year's Seminole Hard Rock Winterfest Black Tie Ball presented by Broward Health will be honoring Belle of the Ball Lisa Duke and Commodore Steven Savor. The Black Tie Ball will be Dec. 3.



Tigirlily will be performing in the parade



Fifth Third Bank Grand Marshal Showboat



Celsus Showboat

PHOTOS PROVIDED BY WINTERFEST



The 51st Annual Winterfest Boat Parade takes place on Saturday, December 10th.

Seminole Hard Rock Winterfest Boat Parade

Waterfront communities throughout the southeast host lighted boat parades every December, popular with boaters and spectators alike. It probably will not come as a surprise that Fort Lauderdale, claimed to be the world's boating capital, would present one of the world's largest holiday lighted boat parades. The 51st Annual Seminole Hard Rock Winterfest Boat Parade takes place Saturday, December 10th, starting at 6:30PM.

With the parade expected to be viewed by more than one million people, it is billed as the "Best Show on H₂O." The flotilla of decorated boats runs 12 miles from the New River in Fort Lauderdale to Lake Santa Barbara in Pompano Beach. Spectators lining the waterway watch in awe as an impressive fleet of private boats, showboats, and megayachts parade by. Viewers will not only be treated to the lighted extravaganza but also entertained with music on a floating stage, celebrities, and other exciting surprise entries. winterfestparade.com

2022 Press Releases



COVERAGE BRIEFING

December 1, 2022 Impressions: 36,335
AVE: \$1,660.00
The 51s' Annual Winterfest Boat Parade takes place on Saturday, December 10m. # ^y* 1 >*(
> x^*^> aBkJLm Seminole Hard Rock Winterfest Boat Parade Waterfront communities
throughout the southeast host lighted boat parades every December, popular with... ..

HOLIDAY HAPPENINGS

Fort Lauderdale Illustrated December 1, 2022
Impressions: 21,881
Fort Lauderdale Illustrated
December 1, 2022 Impressions: 21,881

Till a CI RRENT FEELING FESTIVE HOLIDAY HAPPENINGS FIVE FESTIVE WAYS TO GET
INTO THE SPIRIT OF THE SEASON RIGHT HERE IN BROWARD COUNTY BY KRISTEN
DESMOND LEFEVRE SEMINOLE HARD ROCK HOTEL & CASINO'S WINTERFEST BOAT
PARADE Las Olas Oceanside Park (also...

Sailing through a winter wonderland: Guide to South Florida's

Newslanes December 1, 2022
Impressions: 90,860 AVE: \$2,271.50
Newslanes
December 1, 2022 Impressions: 90,860
AVE: \$2,271.50

South Florida will boast an embarrassment of holiday boat parade riches in December, with
yachts sailing waterways decked out in twinkling lights and inflatable Santas, American flags and
glowing candy canes. Here are eight boat parades from North Palm... ..

WINTERFEST: BEHIND THE SCENES

Go Riverwalk Magazine RENEE K. QUINN December 1, 2022
Impressions: 12,500 AVE: \$2,394.00
Go Riverwalk Magazine RENEE K. QUINN
December 1, 2022 Impressions: 12,500
AVE: \$2,394.00

WINTERFEST: BEHIND THE SCENES A PEEK AT WHAT'S INVOLVED TO ORCHESTRATE
THE "BEST SHOW ON H2O" TO:W RENEE K. QUINN Editor's note: Renee K. Quinn has been a
Winterfest board member circa 2007 and volunteer since 1997. She was the 50th Anniversary
Belle... ..

Sailing through a winter wonderland

Sun Sentinel Phillip Valys December 1, 2022
Impressions: 83,906 AVE: \$5,929.00

Singer Taylor Dayne on Saturday's Winterfest Boat Parade, good old days and CBGB nights

Sun Sentinel Ben Crandell December 6, 2022
Impressions: 432,034 AVE: \$38,529.00
Sun Sentinel Ben Crandell
December 6, 2022 Impressions: 432,034
AVE: \$38,529.00

By Ben Crandell South Florida Sun-Sentinel * Dec 06, 2022 at 10:29 am Thousands of people
gathered along the New River and Intracoastal Waterway to view the 50th Seminole Hard Rock
Winterfest Boat Parade, Saturday, December 11, 2021. We're going to...

My 8 Favorite Places In Florida To Experience Christmas Lights

Travel Awaits December 5, 2022
Impressions: 194,795 AVE: \$5,577.00
Travel Awaits
December 5, 2022 Impressions: 194,795
AVE: \$5,577.00

Christmas in Florida is filled with unique venues, quirky decorations, and exciting towns. I've
experienced small-town Christmas celebrations, parades, boat parades, and more. Each year, I
try to find at least one more quirky or fun Christmas spot to add... ..

Deco's Alex Miranda hosts Winterfest black tie ball at Hard Rock Hotel and Casino ahead of Winterfest boat parade this Saturday a " WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to con

WSVN 7 December 5, 2022
Impressions: 39,906 AVE: \$197.00
WSVN 7
December 5, 2022 Impressions: 39,906
AVE: \$197.00

Deco's Alex Miranda hosts Winterfest black tie ball at Hard Rock Hotel and Casino ahead of
Winterfest boat parade this Saturday a " WSVN 7News Miami News, Weather, Sports The
Winterfest Boat Parade is called the Best Show on H2O and the traditional...

Best Things to Do in Miami This Week December 5-11, 2022

Miami New Times December 5, 2022
Impressions: 40,604 AVE: \$1,795.00
Miami New Times
December 5, 2022 Impressions: 40,604
AVE: \$1,795.00

Ashley-Anna Aboreden, Jose D. Duran and Sophia Medina December 5, 2022 8:00AM
Hadestown at the Adrienne Arsht Center for the Performing Arts: See Tuesday Photo by
Matthew Murphy ({ name: Related Stories / Support Us Combo, component: 12278355,
insertPoin ...

5 Local Holiday Happenings

Fort Lauderdale Illustrated Kristen Desmond Lefevre December 2, 2022
Impressions: 1,343 AVE: \$641.00
Fort Lauderdale Illustrated Kristen Desmond Lefevre
December 2, 2022 Impressions: 1,343
AVE: \$641.00

5 Local Holiday Happenings Five festive ways to get into the spirit of the season right here in
Broward County By Kristen Desmond LeFevre - December 1, 2022 Winterfest parades its beau-
tifully illuminated boats of all sizes through BrowardA Atms... ..

THINGS TO DO

Palm Beach Post December 2, 2022
Impressions: 34,652 AVE: \$5,034.00
Palm Beach Post
December 2, 2022 Impressions: 34,652
AVE: \$5,034.00

THINGS TO DO 1.FIRE! Lake Worth Beach Bonfire, Lake Worth Pier The ultimate Friday night
on Lake Worth Beach with a roaring fire, marshmallows toasting, crashing surf and live music by
Indigo Dreamers. That's a night that's tough to beat. Occasionally... ..

PARADE SEASON

Go Riverwalk Magazine DAN LINDBLADE December 1, 2022
Impressions: 12,500 AVE: \$2,142.00
Go Riverwalk Magazine DAN LINDBLADE
December 1, 2022 Impressions: 12,500
AVE: \$2,142.00

LOCAL ECONOMICS BYOAN LINDBLADE President/CEO, Greater Fort Lauderdale Chamber
of Commerce PARADE SEASON WINTERFEST EVENTS BOOST LOCAL ECONOMY fc I love
a good parade. 1 can't think of one Thanksgiving when I didn't have the Macy's Thanksgiving
Parade...

Seminole Hard Rock Winterfest Boat Parade

Southern Boating December 1, 2022
Impressions: 36,335 AVE: \$1,660.00
Southern Boating

2022 Press Releases



COVERAGE BRIEFING

bundle:node; ID: 217241 Seminole Hard Rock Winterfest Boat Parade by(email protected)November 19, 2022 5 views Bookmark this The Best Show on H2O, Seminole Hard Rock Winterfest Boat Parade, is the traditional kickoff to the holiday season in South...

November and December 2022 calendar

City & Shore Magazine November 18, 2022
Impressions: 2,367 AVE: \$46.00
City & Shore Magazine November 18, 2022 Impressions: 2,367
AVE: \$46.00

Through Dec. 31 Symphony in Lights, an open-air holiday display of more than 250,000 LED lights set to holiday and popular music, at Gulfstream Park Village in Hallandale Beach. Ten-minute light show begins hourly from 6-11 p.m. Free. GulfstreamPark Villag ...

Cover Story: Taylor Dayne, Part I

Lifestyle Media Group Kevin Kaminski November 15, 2022
Impressions: 399 AVE: \$9.98
Lifestyle Media Group Kevin Kaminski November 15, 2022 Impressions: 399
AVE: \$9.98

By Kevin Kaminski In an exclusive with Lifestyle, the pop icon and grand marshal at this year's Winterfest parade shares the story of a recent health scare Though her afternoon performance at Seminole Hard Rock Hotel & Casino is technically over, leave... ..

Entertainment Holidays Where to See Holiday Lights in South Florida This Season

Thrillist Matthew Meltzer November 14, 2022
Impressions: 1,116,577 AVE: \$84,480.00
Thrillist Matthew Meltzer November 14, 2022 Impressions: 1,116,577
AVE: \$84,480.00

Consider this our gift to you. By Matthew Meltzer Published on 11/14/2022 at 1:54 PM Santa's Enchanted Forest Santa's Enchanted Forest People who are new to South Florida are usually a little weirded out when the holiday season rolls around and they... ..

GREATER FORT LAUDERDALE

T: The New York Times Style Magazine November 13, 2022
Impressions: 1,619,408 AVE: \$42,316.00
T: The New York Times Style Magazine

Seminole Hard Rock Winterfest Boat Parade - TRAVELHOST - The Premier Destination Resource

Travelhost November 28, 2022
Impressions: 15,133 AVE: \$34.00
Travelhost November 28, 2022 Impressions: 15,133
AVE: \$34.00

bundle:node; ID: 217250 Event Details Seminole Hard Rock Winterfest Boat Parade Fort Lauderdale Categories:Boating The Seminole Hard Rock Winterfest Boat Parade is the "Best Show on H2O" and the traditional kickoff to the South Florida Holiday Season... ..

Rain no obstacle for revelers of all ages at Winterfest's Family Fun Day in Fort Lauderdale a "WSVN 7News - Miami News, Weather, Sports - Fort Lauderdale Skip to content WSVN 7News -

WSVN 7 November 20, 2022
Impressions: 39,906 AVE: \$85.00
WSVN 7 November 20, 2022 Impressions: 39,906
AVE: \$85.00

Rain no obstacle for revelers of all ages at Winterfest's Family Fun Day in Fort Lauderdale a "WSVN 7News Miami News, Weather, Sports FORT LAUDERDALE, FLA. (WSVN) - Rainy conditions couldn't stop some early winter fun for dozens of families in Fort...

Seminole Recreation Center staging trio of holiday events

Tampa Bay Times November 20, 2022
Impressions: 403,229 AVE: \$11,764.00
Tampa Bay Times November 20, 2022 Impressions: 403,229
AVE: \$11,764.00

Seminole Recreation Center staging trio of holiday events Some 25 tons of snow a special treat at one BYNICKSTUBBS Times Total Media Correspondent Boats seen sailing down the streets of Tampa Bay normally isn't a good thing, as it means Mother Nature...

Seminole Hard Rock Winterfest Boat Parade - TRAVELHOST - The Premier Destination Resource

Travelhost November 19, 2022
Impressions: 15,133 AVE: \$77.00
Travelhost November 19, 2022 Impressions: 15,133
AVE: \$77.00

Sun Sentinel Phillip Valys December 1, 2022
Impressions: 83,906
AVE: \$5,929.00

Sailing through a winter wonderland Guide to holiday boat parades in South Florida By Phillip Valys South Florida Sun Sentinel South Florida will boast an embarrassment of holiday boat parade riches in December, with yachts sailing waterways decked out... ..

WINTER WONDERLAND

Go Riverwalk Magazine REPRESENTATIVE CHIP LAMARCA December 1, 2022
Impressions: 12,500 AVE: \$2,205.00
Go Riverwalk Magazine REPRESENTATIVE CHIP LAMARCA December 1, 2022 Impressions: 12,500
AVE: \$2,205.00

FROM 93RD DISTRICT STATE REPRESENTATIVE BY REPRESENTATIVE CHIP LAMARCA District i WINTER WONDERLAND HOLIDAY ACTIVITIES ARRIVE. FORT LAUDERDALE STYLE We may not have the change of leaves here in South Florida, but the cooler breeze is starting to make its... ..

Sailing through a winter wonderland: Guide to South Florida's holiday boat parades

Sun Sentinel Phillip Valys December 1, 2022
Impressions: 432,034 AVE: \$43,558.00
Sun Sentinel Phillip Valys December 1, 2022 Impressions: 432,034
AVE: \$43,558.00

By Phillip Valys South Florida Sun-Sentinel * Nov 30, 2022 at 2:17 pm Thousands of people gathered along the New River and Intracoastal Waterway to view the 50th Seminole Hard Rock Winterfest Boat Parade, Saturday, December 11, 2021. South Florida will... ..

'TIS THE SEASON

Go Riverwalk Magazine RICHARS RODRIGUEZ December 1, 2022
Impressions: 12,500 AVE: \$2,205.00
Go Riverwalk Magazine RICHARS RODRIGUEZ December 1, 2022 Impressions: 12,500
AVE: \$2,205.00

FROM THE BOARD BY RICHARD RODRIGUEZ Riverwalk Fort Lauderdale Chair 'TIS THE SEASON WINTERTIME ALONG THE RIVERWALK December is busy and bustling in Fort Lauderdale. Visitors from all over the natioji will flood the streets again as they do each year.... ..

2022 Press Releases



COVERAGE BRIEFING

Impressions: 535 AVE: \$13.38
 Fort Lauderdale Magazine
 October 28, 2022 Impressions: 535
 AVE: \$13.38

Features New Passages October 28, 2022 Erik Petersen Photography: Renderings: Courtesy of Bradford Marine. What inspires a father and son to move from Pittsburgh and take over one of Fort Lauderdale's oldest marinas? In the case of the Kellys, it's... ..

Grand marshals revealed

Sun Sentinel Ben Crandell October 27, 2022
 Impressions: 83,906 AVE: \$1,309.00
 Sun Sentinel Ben Crandell
 October 27, 2022 Impressions: 83,906
 AVE: \$1,309.00

WINTERFEST BOAT PARADE 2022 Grand marshals revealed By Ben Crandell South Florida Sun Sentinel Like Christmas trees at The Home Depot before Halloween, another tradition that announces the holiday season is upon us: the reveal of grand marshals for the...

Winterfest Boat Parade 2022: When to see it, where to sit -- and grand marshals revealed

Sun Sentinel Ben Crandell October 25, 2022
 Impressions: 432,034 AVE: \$6,598.00
 Sun Sentinel Ben Crandell
 October 25, 2022 Impressions: 432,034
 AVE: \$6,598.00

By Ben Crandell South Florida Sun-Sentinel * Oct 24, 2022 at 4:59 pm Thousands of people gathered along the New River and Intracoastal Waterway to view the 50th Seminole Hard Rock Winterfest Boat Parade, Saturday, December 11, 2021. Like Christmas trees. ...

Winterfest Boat Parade 2022: When to see it, where to sit -- and grand marshals revealed

Orlando Sentinel - Washington Bureau Ben Crandell October 25, 2022
 Impressions: 432,855 AVE: \$4,981.00
 Orlando Sentinel - Washington Bureau Ben Crandell
 October 25, 2022 Impressions: 432,855
 AVE: \$4,981.00

By Ben Crandell Like Christmas trees at Home Depot before Halloween, another tradition that announces the holiday season is upon us: the reveal of grand marshals for the Seminole Hard Rock Winterfest Boat Parade in downtown Fort Lauderdale. Drumroll...

November 13, 2022 Impressions: 1,619,408
 AVE: \$42,316.00

ABOVE: Hillsboro Beach GREATER FORT LAUDERDALE EVERYTHING UNDER THE SUN Just for a second or two. shut your eyes and think of the place you most want to be. Mind-drifting on a massage table? Driving down a crisp fairway? Leaving footprints in wet sand?... ..

9 Ways to Celebrate Christmas in Florida a " From Disney Parties to Boat Parades

Travel + Leisure November 12, 2022
 Impressions: 1,197,657 AVE: \$110,009.00
 Travel + Leisure
 November 12, 2022 Impressions: 1,197,657
 AVE: \$110,009.00

Trade pine trees for palm trees this Christmas in Florida. By Travel + Leisure, USA Today, Palm Beach Illustrated, Atlas Obscura, and more. data-inline-tooltip=true Skye Sherman Skye Sherman Instagram Website Skye Sherman is a freelance travel writer... ..

FLIFF is back with 168 films in 10 days

Sun Sentinel Ben Crandell November 3, 2022
 Impressions: 83,906 AVE: \$5,929.00
 Sun Sentinel Ben Crandell
 November 3, 2022 Impressions: 83,906
 AVE: \$5,929.00

FLIFF is back with 168 films in 10 days Tort Lauderdale is a great place to be' ByBenCrandell South Florida Sun Sentinel Remember FLIFF? Organizers of the 2022 Fort Lauderdale International Film Festival have gone all out to make sure it is back in the... ..

AQUATIC HOLIDAY FUN

Go Riverwalk Magazine November 1, 2022
 Impressions: 12,500 AVE: \$2,268.00
 Go Riverwalk Magazine
 November 1, 2022 Impressions: 12,500
 AVE: \$2,268.00

AQUATIC HOLIDAY FUN WHO YOU'LL SEE AT THE SEMINOLE HARD ROCK WINTERFEST BOAT PARADE WRIJER GO RIVERWALK STAFF This holiday season will bring residents and visitors together to celebrate the annual Seminole Hard Rock Winterfest Boat Parade on Saturday,...

New Passages

Fort Lauderdale Magazine October 28, 2022

SEA LIFE WITH WHIMSY

Go Riverwalk Magazine KATHY KELEHER October 1, 2022
 Impressions: 12,500 AVE: \$2,331.00
 Go Riverwalk Magazine KATHY KELEHER
 October 1, 2022 Impressions: 12,500
 AVE: \$2,331.00

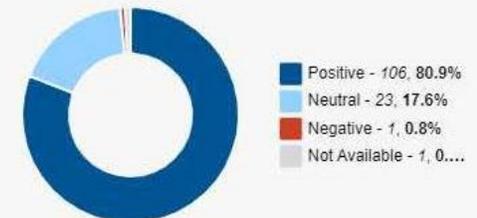
SEA LIFE WITH WHIMSY LOCAL MARINE ARTIST DENNIS FRIEL CREATES THIS YEAR'S WINTERFEST POSTER (CWYW KATHY KELEHER, MARKETING AND PARADE DIRECTOR, WINTERFEST INC. Dennis Friel has been selected as the official poster artist of the 2022 Seminole Hard Rock...

WINTERFEST

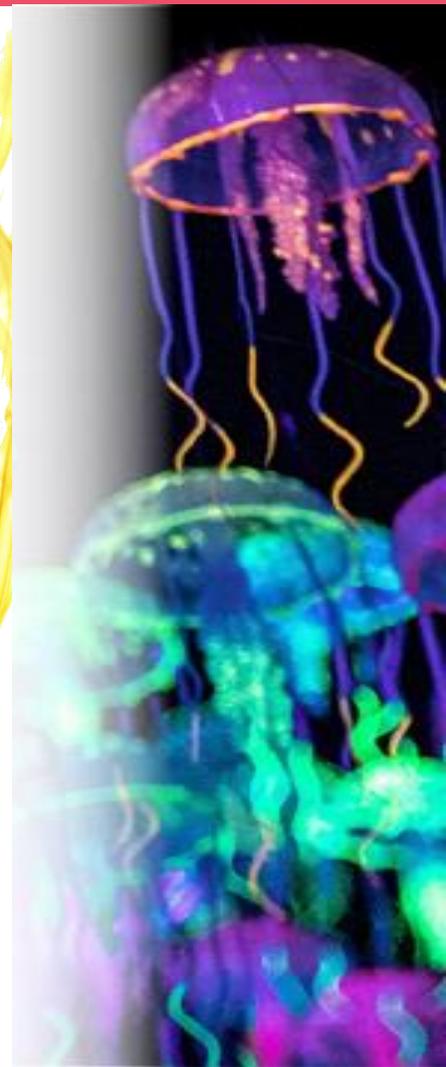
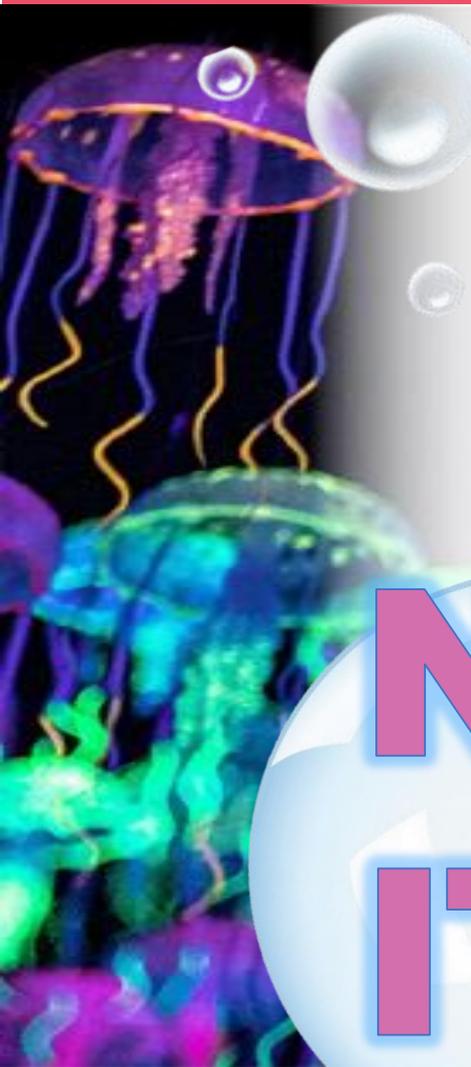
Go Riverwalk Magazine October 1, 2022
 Impressions: 12,500 AVE: \$2,709.00
 Go Riverwalk Magazine
 October 1, 2022 Impressions: 12,500
 AVE: \$2,709.00

5^AAA "o^AA "m WINTERFEST IT PARADE GRAYROBINSON OCTOBER 21 (S>ec^ ol fm C^m NOVEMBERS OFFICIAL Ikt. 3t WINTEBFEST FirH THrt) BANK ^w syn fisiwi ^^^b f^ [3^ "Jvr. J^^ KimiVM^A'- jI^ GORIVERWAIK DATES TO REMEMBER OCT. 21 - GRAY ROBINSON, P.A.....

[Back to Top](#)



New In 2022



**NEW
ITEMS**

Neon Nightlife Under The Sea

2022 NEW Logo



Winterfest Logo

- Creative support worked with the Winterfest team to create a new logo that elevates the organization's branding efforts and gives a fresh take on the overarching nautical theme that has become synonymous with Winterfest, Inc and their annual community-focused events.

Value: **\$6.1K**

Created by the creative team at

Hotwire[®]
COMMUNICATIONS

fision[®]
Fiber Optics by Hotwire

2022 NEW – United States Postal Mark

Put a Stamp On It – Inaugural USPS Postal Mark

In 2022, the Seminole Hard Rock Winterfest Boat Parade organizers worked to develop a Postal Mark with the United States Postal Service. After final approval from our title sponsor, the mark was used from December 10, 2022 to January 10, 2023. Letters from around the country have been submitted to the Fort Lauderdale branch requesting the mark.

Winterfest has secured an agreement with USPS for the creation of the Postal Mark for the 2023 Parade.

2023 Sample
Of the Postmark



WINTERFEST
BOAT PARADE

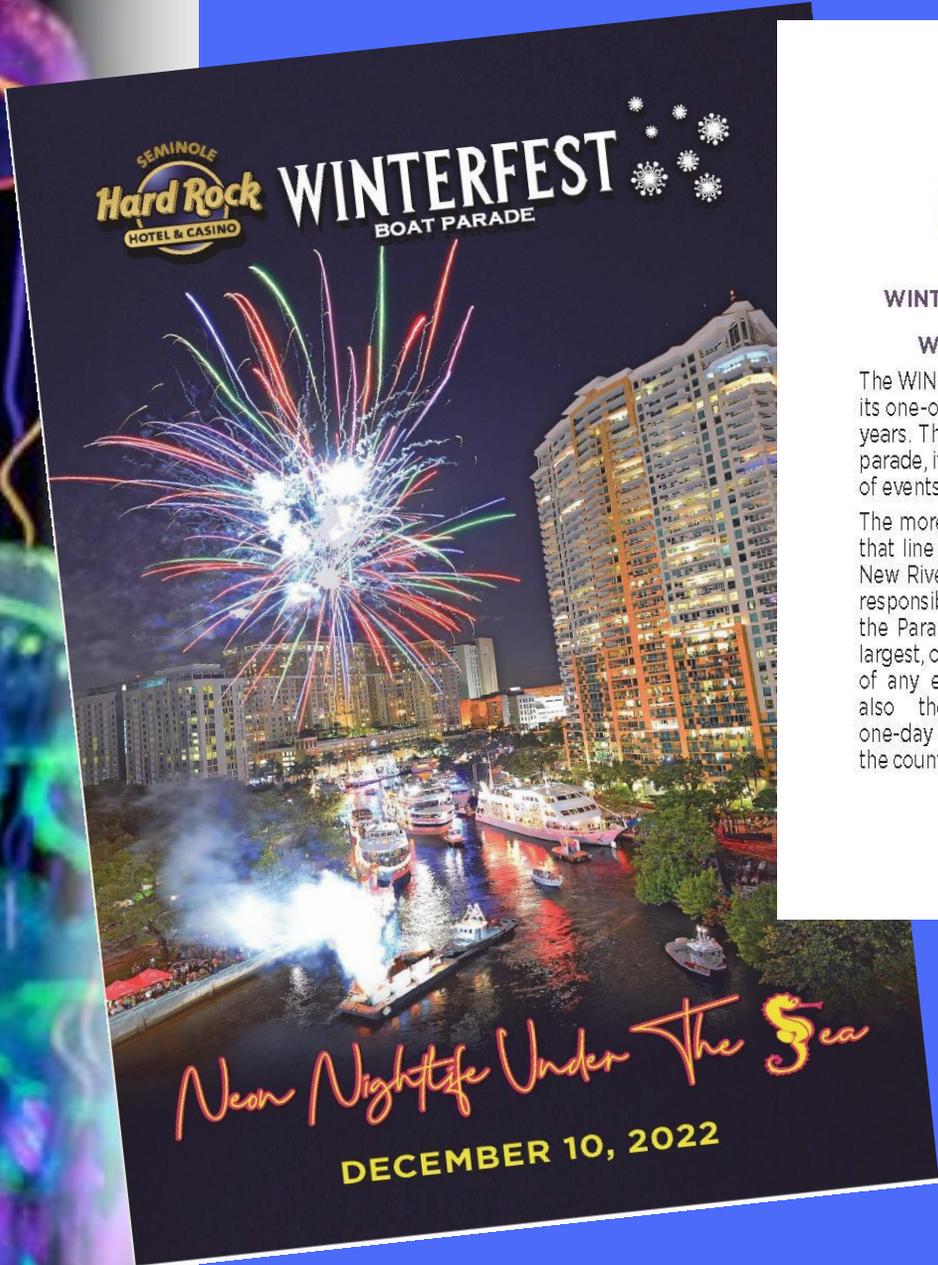
December 16, 2023
Fort Lauderdale, FL 33316



VISION. STRATEGY. ACTION.

ATTEND THE
NATIONAL POSTAL FORUM
IN CHARLOTTE, NC
MAY 21-24, 2023





Winterfest, Inc.
512 NE 3rd Avenue
Fort Lauderdale, FL 33301

WINTERFEST®, INC. producers of the
SEMINOLE HARD ROCK
WINTERFEST® BOAT PARADE

The WINTERFEST® Celebration, best known for its one-of-a-kind Boat Parade, is celebrating 51 years. The scope of the celebration isn't just a parade, it has expanded to include a full season of events.

The more than 1,000,000 cheering spectators that line Fort Lauderdale's shoreline, from the New River up the Intracoastal for 12 miles, are responsible for transforming the Parade into not only the largest, one-day, live audience of any event in Florida, but also the seventh largest one-day spectator event in the country!



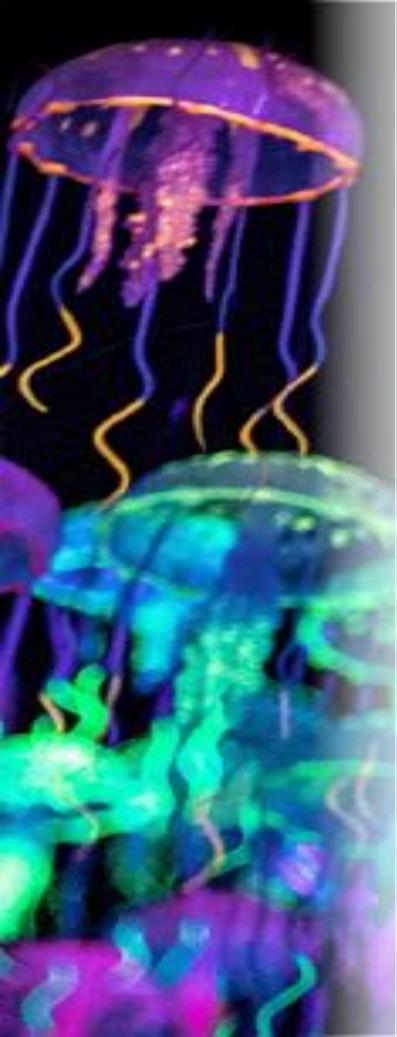
For all your
Winterfest updates.



WINTERFEST FIRST POSTAL MARK



2022 – NEW Merchandise



D. FRIEL
CONNECTED BY WATER™

SEMINOLE
Hard Rock
HOTEL & CASINO

WINTERFEST
BOAT PARADE
12-10-22



Thank you!

For Your Partnership



Neon Nightlife Under The Sea