



WINTERFEST

BOAT PARADE

PARADE DATE: SATURDAY, DECEMBER 13, 2014



**Grand Marshal Showboat
presented by JM Lexus**



WSVN Showboat



Jr. Captain powered by FPL



Keurig



American Bandstand Barge



**The "Greatest Show
on H2O"
For 43 Years**

lifestyle
MEDIA GROUP

GRAND MARSHAL RECEPTION

December 12th, 6 - 9 p.m.

Hosted By

Seminole Hard Rock Hotel & Casino

This invitation-only event will welcome our 2014 addition to Winterfest's star-studded History of Grand Marshals amidst local VIPs, dignitaries and sponsors. The Grand Marshal will receive the keys from the Mayors of Broward County and the City of Fort Lauderdale. Riverwalk Fort Lauderdale will present a brick for the Riverwalk Celebrity Walk of Fame in their honor.

VISIT OUR WEBSITE FOR GRAND MARSHAL DETAILS

Past Grand Marshals include: Deborah Norville, Regis Philbin, Kelly Ripa, Shaquille O'Neal, Kim Kardashian, Jim Belushi, Alonzo Mourning, Ryan Hunter-Raey, Tracy Morgan

UBS The Garvin Financial Team



**2014
Grand Marshal
Flo Rida**

VIP VIEWING AREA

December 13th, 5:30 - 8:30 p.m.

500+ community leaders and sponsors will enjoy the perfect view to watch the Parade from the historic Riverside Hotel and Stranahan House. Guests will mingle amongst Parade judges, sponsors, and community leaders while enjoying delectable food and cocktails in the Supreme Landing Courtyard. A special 'thank you' to the Huizenga Family for their continued support. Nova Southeastern University 3D glasses will be available to enjoy the lights! Join the Winterfest® family of sponsors to experience this party first hand!

Hosted By



GET YOUR PHOTO ON OUR PARADE SCREEN!

Upload your Selfie to your Social Media **#Winterfestsoflo14**

LOOK for your photos as our Social media Screen sails thru the Parade and PSAV LED video wall will be at the Grandstands.

Remember to follow us on



Winterfest.Parade



WinterfestInc



WinterfestInc



ENTER YOUR BOAT starting at \$35

December 13th – 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

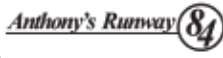
Parade Route: Along the New River up the Intracoastal to Lake Santa Barbara in Pompano Beach. There are 12 miles of shoreline to catch the Parade from your favorite spot!

43 years as the Greatest Show on H²O

Boat Categories: private, charter, showboat, barge, classic boat, non-profit, sailboat and non-motorized (paddle board, kayak, and gondola).

This year's Highlights:

**Grand Marshal Showboat
Presented By**



Santa Aboard



David Cassidy
Partridge Family Boat



Julia Dale



**Paul and
Young Ron**

The Parade is in full procession east of the Stranahan House on the New River. Don't Miss out on the action – purchase your ticket for the Grandstands to receive a pre-assigned, reserved seat! In addition, free viewing areas are along the route (use the map on page 10 as your guide).

**More than 1 million people will join the
fun as we celebrate "TV's Greatest Hits"**



South Florida Ford

LUTN



CAPTAIN'S MEETING

December 8th, 6 - 8 p.m.

Presented By

All parade participants **MUST** attend. Meeting includes review of rules, regulations and line-up information. Events by Grateful Palate will provide dinner and each captain will receive a well stocked goodie bag.



Hosted By



**One lucky boater will win a
Winterfest Charm from**



HAVE A BOAT But can't be in the parade? Volunteer as a CONTROL BOAT.

CAPTAIN'S CUP

February 25th, 2015, 6 - 9 p.m.

Join us as we congratulate Seminole Hard Rock Winterfest® Boat Parade's winners and sponsors. Anyone can WIN! Get your friends to vote for your boat and they could win 2 round trip Spirit Airlines tickets.



Hosted By

GREATER FORT LAUDERDALE • BROWARD COUNTY
CONVENTION CENTER



VOLUNTEER PARTY

March 2015

This celebratory event honors the people who play a huge role in the success of Winterfest® — our volunteers! Carolyn McLaughlin Spirit of Volunteerism Award winner will be announced during event.

Hosted By

GRILLE 401
LAS OLAS



2013 Volunteer Award
recipient John Muir



WINTERFEST® JR. CAPTAIN

Congratulations Alex Casamento

Representing Arthritis Foundation

Aboard the Winterfest® Jr. Captain Showboat Powered By



Alex suffers from Polyarticular Juvenile Idiopathic Arthritis (JIA), which is an autoimmune disease that impacts his toes, ankles, knees, hips, back, neck, shoulders, elbows, and fingers. Alex is one of 300,000 kids in the U.S. who suffer with this painful, debilitating and incurable disease. Alex was born in Russia, adopted at eight months old, and hospitalized for the first time ten days after coming home. Alex was diagnosed at age 5 and does not remember a time without pain, doctors, and medications. By winning this contest Alex will be able to spread necessary awareness about juvenile arthritis.

Congratulations, Alex!



PEOPLE'S CHOICE AWARD

spirit
LESS MONEY. MORE GO.

WATCH & VOTE for your FAVORITE:

BOAT: Vote for your favorite boat with their assigned number at WinterfestParade.com, www.BIG1059.com or text your vote to 23000 (example: text – Boat00 to 23000)

ILLUMINATE YOUR HOME, BUSINESS or DOCK: Even without a boat in the parade you can join the celebration by decorating your home, business, dock or condo building for a chance to win big in the Shoreline Decorating People's Choice Award. If your location is along the parade route, send a photo to shoreline@winterfestparade.com and the best-of-the-best will be uploaded to the website for public voting.

DEADLINE FOR VOTING – FRIDAY, JANUARY 9: Don't miss out on the action! Watch the Parade live on WinterfestParade.com, Fort Lauderdale Channel 78, EyeOnSouthFlorida, or WSVN Channel 7 to find your favorite boat. Each Parade vessel is entered in the contest for entry categories such as best decorated, sound, spirit and more! Check out more details on WinterfestParade.com

2014 JUDGES:

Chief Frank Adderley

City of Fort Lauderdale Police Department

Marnie E. Allen

President of the Greater Fort Lauderdale Realtors®

Phil Purcell

Executive Director, Marine Industries Association of South Florida

Mayor Jack Seiler

City of Fort Lauderdale

And YOU!

FOUNDING SPONSORS



PARADE ROUTE, DECEMBER 13th

GRANDSTAND VIEWING AREA

PRESENTED BY SILVER AIRWAYS

GATES OPEN DECEMBER 13th AT 3:30 P.M.

Hugh Taylor Birch State Park

- Enjoy the parade from the best seats on land
- All seats reserved and assigned
- BONUS with your Grandstand tickets:
a voucher for a Miami Marlins home game, Fort Lauderdale Strikers home game AND special pricing for Cirque de Soleil Amaluna

Tickets are available at

- Seminole Hard Rock Hotel & Casino Front Desk
- Winterfest® office, website, by mail or by phone



FLIP FLOPS DOCKSIDE EATERY

3051 Ne 32nd Ave., Fort Lauderdale, FL 33308
954.567.1672

SHOOTER'S

3033 NE 32 Avenue, Fort Lauderdale, FL 33308
954.566.2855



GRATEFUL PALATE

3003 NE 32 Avenue, Fort Lauderdale, FL 33308
954.566.3044



SONESTA FORT LAUDERDALE

999 N Fort Lauderdale Beach Blvd., Fort Lauderdale, FL 3330
954.315.1460 Call for Hotel/Grandstand Ticket Packages

Galleria

Park and Ride Service to Birch State Park
\$5 per person R/T (under 3 years ride free).



RIVERSIDE HOTEL OFFICIAL HOTEL

620 East Las Olas Blvd., Fort Lauderdale
954.467.0671 or visit RiversideHotel.com.



DOWNTOWNER SALOON

408 S. Andrews Ave., Fort Lauderdale, FL 33301
954-463-9800



winterfestparade.com
954.767.0686

Track Santa
& Parade



Atlantic Blvd

FINISH

Commercial Blvd

Atlantic Ocean

A1A

Oakland Park Blvd



Sunrise Blvd

Broward Blvd

Las Olas Blvd

Intracoastal

START



Se 17th St



Take a Selfie #WinterfestSoFlo14

WATERWAY CLOSING – YOU NEED TO KNOW

Parade Day –Saturday Dec. 13th closings will be in effect:

- New River closes at 2:30 p.m. to non-parade vessels 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 South of Oakland Park Bridge
6:20 p.m. North of Oakland Park Bridge to Lake Santa Barbara
- Parade staging/Line Up 3:00 - 4:30 p.m. ALL Parade Vessels
- **Parade Start Time: 6:30 p.m., SHARP**

NO ANCHORING ZONES

No anchor zones will be enforced throughout the New River and Birch State Park. Visit WinterfestParade.com to view the route.

BRIDGE CLOSINGS FOR VEHICLE TRAFFIC

(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.
Sunrise Boulevard	7:30 p.m.	9:30 p.m.
<i>Viewing from the Grandstand Area (just north of Sunrise Boulevard)</i>		
Oakland Park Boulevard	8:00 p.m.	10:00 p.m.
Commercial Boulevard	8:30 p.m.	11:00 p.m.

NEED A HOTEL ROOM?

CONTACT OUR TITLE SPONSOR



1-800-937-0010
seminolehardrockhollywood.com

OFFICIAL VIEWING HOTEL



954-467-0671
www.RiversideHotel.com

PARKING

GRANDSTAND PARKING - PARK & RIDE... IN STYLE

- Park at The Galleria Mall for FREE and ride Buses into the Park (\$5 per person R/T –children 3 and under ride free).
- Service runs 3:30-6:30 p.m. prior to the parade and immediately after the parade. (fees apply – if you do NOT have a Grandstand Ticket – you will be charged \$3 General Admission into Birch State Park prior to boarding the bus)

CITY PARKING

Visit the City of Fort Lauderdale's website for a map of city parking locations
www.fortlauderdale.gov/parking/parking.htm

WINTERFEST® TELEVISION SPECIAL

ONE HOUR SPECIAL:

SOUTH FLORIDA: Watch the Winterfest® Television Special on WSVN 7 on December 20 (8 p.m.), December 25 and January 1 (5 a.m. and 1 p.m.).

BOSTON: sister stations will air the Parade December 21 at noon and December 24 at 1 a.m. (WHDH) and December 21 at 2 p.m. and December 27 at noon. (WLVI).

STATE OF FLORIDA: Winterfest® Television Special is shared around the state through network partnership with WSVN and Fox Sports Network as it is rebroadcast throughout the holiday season on Fox SunSports.

SEE IT LIVE:

LOCALLY: The 'World's Most Watched Boat Parade' can be seen live on Fort Lauderdale's city station – Comcast Channel 78.

AROUND THE WORLD: EyeOnSouthFlorida.com will stream the Parade live with a link on Winterfestparade.com

Check our website for details and video highlights of events throughout the season.

Be sure to visit our partner for event updates:



GET YOUR DISCOUNT COUPONS (UP TO \$20 VALUE)

Visit select Publix Super Markets and Fifth Third Bank for discount coupons towards adult reserved and assigned Grandstand tickets*. Go to winterfestparade.com/events/grandstand-viewing-area to find a store near you. (*valid while supplies last)

Compliments of



The Official Bank of Winterfest



locations for discount coupons

TRACK SANTA – Download our FREE iPhone APP

Visit winterfestparade.com/santa or search **Winterfest Santa Tracker** on your App Store



greater FORT LAUDERDALE
HELLO SUNNY
sunny.org

WINTERFEST, INC.

512 N.E. Third Avenue, Fort Lauderdale, FL 33301
954-767-0686 • www.WinterfestParade.com



Winterfest is registered with the Division of Consumer Services. Registration Number CH-843. Registration does not imply endorsement, approval or recommendation by the State. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 1-800-HELP-FLA within the State. Winterfest is a not-for-profit organization, and as such contributions are not tax deductible.

MARK YOUR CALENDAR FOR THESE EXCITING EVENTS IN 2015

GRAY ROBINSON ATTORNEYS AT LAW

Winterfest WHITE PARTY

This by-invitation-only event signals the beginning of the Winterfest® season. This exclusive evening showcases our \$3 million ad campaign while thanking our sponsors, media partners, board of directors and everyone that makes Winterfest® a success each year.

Presented By

Publix

Hosted By



Catch the reveal of the Winterfest® 2014 souvenir poster by renowned artist Nadine Floyd and Carroll's Jeweler's 2014 official charm.

Cirque du Soleil inspired performances and fashion



13-year-old singing sensation Julia Dale



Taste liquid love from Moët & Chandon, Absolut Vodka, Malibu, and other cocktail perfections from Southern Wine & Spirits.

featured restaurant

Shooters
the New
WATERFRONT

and these partners



WINTERFEST® FANTASY BOAT STUDENT ART CONTEST

Open to all Broward County Students Grades 3 - 5

Enjoy a gallery showing and winner's reception at the Galleria Fort Lauderdale in March. All participants will receive tickets to the South Florida Fair and the tall ship – El Galeon.



Artwork from 2014 participants

WINTERFEST® FAMILY FUN DAY

FREE EVENT featuring games, prizes and most importantly, fun! **Free bicycle helmets** compliments of the Epilepsy Foundation.

Interact with: **Florida Panthers, Miami Marlins, Museum of Discovery and Science, Stranahan House, Fort Lauderdale's Woman's Club, South Florida Ford Green Screen, U.S. Army, Fort Lauderdale Strikers, Nova Southeastern University, and Fifth Third Bank.** **Native Village** animal show, live entertainment with special guest appearances and MORE!

Presented By



In Association With

Joe DiMaggio Children's Hospital
AT MEMORIAL

100 miami **MY93.9**
MORE MUSIC. BETTER VARIETY!
broadcasting your favorite tunes!

Wrecking
Ball Ride



**NATIVE
VILLAGE**

MARLINS
Interactive Games



Joe DiMaggio Children's
Hospital Teddy Bear Clinic

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Harbor Nails & Blowdry
Kenneth A. Ortner P.A.
Keurig
Las Olas Riverfront
Malibu Rum
Miami Marlins
Nadine Floyd, Poster Artist

OK Generators
Pat Anderson, Ornament Artist
Pernod Ricard USA
Riverwalk Fort Lauderdale, Inc.
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OPERATION ASSISTANCE

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Florida Department of Transportation • Florida Fish and Wildlife Conservation Commission • Fort Lauderdale Police Marine Unit • Fort Lauderdale Police Department • United States Coast Guard