**NEWS RELEASE**

**FOR MORE INFORMATION:**

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**Winterfest announces ACR Electronics as the Safety Sponsor for Parade for the Third Year.**

**FORT LAUDERDALE (Broward County), FL (August 1, 2017) –** Winterfest has announced [ACR Electronics, Inc.](https://www.acrartex.com/) is the official boating safety partner of the Seminole Hard Rock Winterfest Boat Parade. The night time flotilla of brightly decorated yachts and boats started in 1971 and is now the world’s largest holiday boat parade. To date, the parade displays a variety of over 150 boats ranging from international and local celebrities to everyday mariners.

The parade takes place in Fort Lauderdale, FL the home of ACR Electronics’ international headquarters. ACR’s navigation products will be used to manage a safe flow of parade traffic on Saturday, December 9, 2017. This is third year that ACR staff will be in the control room monitoring the route from the New River to Lake Santa Barbara in Pompano Beach. ACR Electronics is scheduled to once again have a vessel in the Parade.

Now in their 46th season, Winterfest is a not-for-profit organization providing the entire South Florida community and beyond with a tradition coined “The World’s Most Watched Boat Parade.” Loyal community partners make free Winterfest events, such as the internationally recognized Boat Parade and the free Family Fun Day, possible.

For more information please contact the Winterfest office at (954) 767-0686 or visit the website at [www.WinterFestParade.com](http://www.WinterFestParade.com).

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***About Winterfest, Inc.***

*Winterfest is a Florida not-for-profit organization based in Broward County that produces a variety of events including the free public event known as the Seminole Hard Rock Winterfest Boat Parade - "The World’s Most Watched Boat Parade." Approximately one million spectators view the Parade on the 12-mile route along with millions more via television and the internet bringing National and International recognition to South Florida. Winterfest also hosts annual events to enhance the community’s image and provide unique, wholesome family entertainment. For more information on Winterfest, please contact the office at (954) 767-0686 or their website:* [*www.winterfestparade.com*](file:///E%3A%5CUser%5CLocal%20Settings%5Cjulianne.carelli%5CDocuments%5CP.R%5C2004press%5Cwww.winterfestparade.com)*.*