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**\*\* MEDIA ALERT\*\***

**Gray Robinson, P.A. Winterfest® White Party**

**Parade Poster Unveiling**

**WHAT:** The kickoff for the Winterfest® celebration is a couple of weeks away. Fort Lauderdale Marriott Harbor Beach Resort & Spa will host the Gray Robinson, P.A. Winterfest® White Party featuring Coastal Restaurant. This exclusive party will commence the Winterfest® 2017 season themed, **“Broadway On Parade.”** An invitation-only event, guests will be the first to experience the focus of the parade’s media campaign and the unveiling of the poster in a spectacularly decorated room bathed in white with a splash of the ocean.

Seminole Hard Rock Winterfest Boat Parade has selected local artist April Kirk as the Official Commemorative Artist to capture the theme of the Parade. Highlights include: Grand Marshal Announcement, great cuisine from Coastal Restaurant, Anthony’s Coal Fired Pizza, Anthony’s Runway 84, Grille 401, Timpano, Truluck’s, Sea Level, 3030 Ocean, Champagne bubbly from Taittinger, Michelob Ultra beer as well as cocktails featuring Cointeau, Fireball, Maestro Dobel Tequila compliments of Republic National Distributing Company. Coccadotts and Joji Yogurt are the featured desserts.

**WHEN: Friday, October 27, 2017 starting at 7:00 PM**

**WHERE:** Fort Lauderdale Harbor Marriott Beach Resort & Spa

3030 Holiday Drive,

Fort Lauderdale, Florida 33316

**WHO:** 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 [www.winterfestparade.com](file:///E:\User\Local%20Settings\julianne.carelli\Documents\P.R\2004press\www.winterfestparade.com).

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