**NEWS RELEASE**

**FOR MORE INFORMATION:**

Kathy Keleher, Winterfest, Inc.

954-767-0686, [kathy@winterfestparade.com](mailto:kathy@winterfestparade.com)

Website: winterfestparade.com

FB: winterfest.parade

Twitter/Instagram: WinterfestInc

#WinterfestFL

**WSVN Signs Five Year Contract Extension with Winterfest®**

**FORT LAUDERDALE, FL – May 1, 2019 –**WSVN Channel 7 recently signed a five year contract with Winterfest®, Inc. as the official television station of the Seminole Hard Rock Winterfest® Boat Parade. This commitment will continue their support through 2023 with coverage of Winterfest® news, events and broadcasting the Winterfest® Television Special on their station. The television special is rebroadcast on Fox Sports Sun and WSVN’s sister stations WHDH and WLVI in Boston. WSVN also produces a Facebook Live of the Parade which is shared on various social media platforms Parade night. WSVN’s live camera feeds are seen on the City of Fort Lauderdale’s television station, VisitLauderdale.tv and EyeOnSouthFlorida.com who expands the digital viewership across the globe.

This partnership has expanded beyond community outreach and holiday television shows; it has created great benefits for the media station and their clients while adding exposure for the nonprofit organization. Select WSVN clients receive tickets to experience Winterfest® including riding aboard their decorated showboat annually in the Parade. “We are pleased to extend our partnership with the Seminole Hard Rock Winterfest Boat Parade, “ said  Paul Magnes, Executive Vice President/General Manager WSVN Channel 7, a subsidiary of Sunbeam Television Corporation. “  The parade is a beloved South Florida holiday tradition and viewers rely on Channel 7 to feature all the highlights.”

Now in their 48th year, Winterfest® is proud to have community partners such as WSVN to ensure this holiday tradition continues as “The World’s Most Watch Boat Parade.” Corporate support enables this not-for-profit organization to produce free events such as the Parade, Family Fun Day and continue their involvement in the South Florida community.

For more information please contact the Winterfest office at (954) 767-0686 or visit the website at winterfestparade.com.

**# # #**

***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*](http://www.winterfestparade.com)*.*

***About WSVN***

***WSVN****,*[*virtual channel*](https://en.wikipedia.org/wiki/Virtual_channel)*7 (*[*VHF*](https://en.wikipedia.org/wiki/Very_high_frequency)[*digital*](https://en.wikipedia.org/wiki/Digital_terrestrial_television)*channel 9), is a*[*Fox*](https://en.wikipedia.org/wiki/Fox_Broadcasting_Company)*-*[*affiliated*](https://en.wikipedia.org/wiki/Network_affiliate)[*television station*](https://en.wikipedia.org/wiki/Television_station)[*licensed*](https://en.wikipedia.org/wiki/City_of_license)*to*[*Miami*](https://en.wikipedia.org/wiki/Miami)*,*[*Florida*](https://en.wikipedia.org/wiki/Florida)*,*[*United States*](https://en.wikipedia.org/wiki/United_States)*and also serving*[*Fort Lauderdale*](https://en.wikipedia.org/wiki/Fort_Lauderdale,_Florida)*. It is the*[*flagship station*](https://en.wikipedia.org/wiki/Flagship_(broadcasting))*of locally owned*[*Sunbeam Television*](https://en.wikipedia.org/wiki/Sunbeam_Television) *Corporation. WSVN's studios are located on 79th Street Causeway (*[*SR 934*](https://en.wikipedia.org/wiki/Florida_State_Road_934)*) in*[*North Bay Village*](https://en.wikipedia.org/wiki/North_Bay_Village,_Florida)*(though with a Miami*[*postal*](https://en.wikipedia.org/wiki/United_States_Postal_Service) *address), and its transmitter is located in north*[*Miami-Dade County*](https://en.wikipedia.org/wiki/Miami-Dade_County,_Florida)*.*