

NOVEMBER / DECEMBER 2020

Call 954-767-0686 or visit WinterfestParade.com

Winterfest comes Home for the Holidays



We may not be able to produce our famous Parade in December; however, the Winterfest team is committed to bringing cheer to you, our community, as we celebrate our theme, "Home for the Holidays." Be a part of this year's "Spread the Cheer" campaign and join Winterfest as we close 2020 by sharing our festivities.

Winterfest is focused on making this time special with a virtual twist. This is the most exciting time of the year so let's give each other a reason to smile!

- Holiday Shopping using our Online Auction
- Santa Sightings – download the Winterfest App to see if Santa is spending some of his vacation near you!
- Storytime with Santa – a virtual experience with the first 100 households that register receiving a copy of the book Santa will be reading.
- Have a Letter for Santa? Look on our website or Santa App for drop off locations
- Holiday Lights Cruises on a special decorated Water Taxi – relax and enjoy the City of Fort Lauderdale's waterways
- If You Decorate It – we want to see it! Submit a photo in our Decorating Contest – it can be a boat, home, business, even the interior of your home or business (tree, room, dock, balcony, porch, etc.)
- Festive Pet Costume Contest – show us your cutest holiday pets!
- Looking to be Creative? We have DIY Ornament making videos and recipes for Hannukah and Christmas – thanks to links from Publix Super Markets.
- Other Contests on our website or visit Crown Wine & Spirits to enter to win a 2-night stay at the Seminole Hard Rock Hotel & Casino, dinner for 2 and more.
- Flashbacks on Social Media as we countdown to our Winterfest Television Special on WSVN - Channel 7 on Saturday, December 19th - celebrating 49 years of the Parade.

Let's enjoy the holidays together as one community!

Go to winterfestparade.com for a full list of holiday happenings.

Lisa Scott-Founds
President & CEO

Susan Renneisen
Chairwoman of the Board



GOOD. CLEAN. FUN.



CLEAN IS ALWAYS A WINNER.

Escape the every day and indulge yourself in a truly extraordinary getaway with limitless possibilities. Your Safety and Comfort are our #1 priority. We've implemented extensive measures to ensure our Guests have Good. Clean. Fun. 1 Seminole Way, Hollywood, FL 33314 | [HardRockHolly.com](https://www.HardRockHolly.com) | [#DiscoverYourRhythm](https://twitter.com/DiscoverYourRhythm)



PARADE - A DIFFICULT DECISION TO MAKE...

It was a very difficult decision to pause the "World's Most Watch Boat Parade" for 2020, but that did not stop the organizers of Winterfest from reinventing this year's holiday season. The team may not be able to produce the famous Parade in December; however, they are committed to bringing community cheer with the theme, "Home for the Holidays."

"This has been a very emotional time for all of us," noted Lisa Scott-Founds, President and CEO of Winterfest, Inc. "The Parade is synonymous with the holidays. We had to weigh the safety of everyone onshore as well as the water. The event would create "gatherings" in public and private areas with little or no control regarding social distancing, and mask-wearing. What would those optics look like and how would that be perceived? It was decided by the Winterfest Board of Directors, as well as a few of our major sponsors, that the safety of the community was the main priority. As the area businesses open up, there is a tear that we are not the finale celebration for this difficult year. We may not have live events, but our calendar is full of holiday events and activities for everyone to enjoy." Happy Holidays!



Top: Winterfest Team; Lisa-Scott-Founds, Dawn Read Diehl, Kathy Keleher

Above: Intern Lainey Minyard and Kyle Brasher

Left: The Winterfest Board and Advisory



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®

YOU BETTER WATCH OUT

Santa is Coming to Town **EARLY THIS YEAR!**

Santa is coming to the Greater Fort Lauderdale area on a little vacation before his big night!

Look on our social media to see where the big man has been cruising. Winterfest will be tracking Santa starting on November 28 as he cruises in a South Florida Ford convertible – thanks to South Florida Ford and the tracking gurus at Global Satellite Engineering and The Media Lab, Inc.



CITY OF FORT LAUDERDALE

VISIT LAUDERDALE



TRACK THE JOLLY OL' MAN TODAY!

Winterfest will list a few of the sightings on Winterfestparade.com – if you want to know about his “Pop-Up” locations, simply download the Winterfest Parade App for real time updates and notices. We will also be working with NORAD to follow him around the world on December 24.



Storytime with Santa

Joe DiMaggio Children's Hospital

Register Today to have Storytime with Santa from your home on Zoom on December 5 at 7:00 PM.

The first 100 families to register will receive a complimentary copy of the book Santa will be reading – thanks to UBS Financial – the Garvin Financial Team.



Forgot to register? Don't worry, just tune in on Winterfest's Facebook to enjoy Storytime with Santa – thanks to Joe DiMaggio Children's Hospital and Visit Lauderdale. 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.



Santa Sightings (dates as of 11/12/2020)

November 27-29, December 3-6: The Galleria at Fort Lauderdale also virtual photo opportunities

November 28: Pop-Up Sightings Around the Area

December 5: Fort Lauderdale Beach / Virtual Storytime

December 11: Holiday Cruise with Winterfest's Jr. Captain

December 12: Holiday Cruise along Fort Lauderdale's Waterways Santa takes a ride onboard the Winterfest Water Taxi to wish everyone along the Parade route a Happy Holiday. Santa will be escorted by the USCGC Hudson.



DECORATED BY



Santa Mailbox

**DROP OFF YOUR LETTER INTO THE
BROWARD HEALTH
SANTA MAILBOX**

Salah Foundation
Children's Hospital
BROWARD HEALTH

Broward Health is going to help you get your letter to Santa.

Look for Santa Mailboxes at Following locations:

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 Point

6401 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

Stranahan House

335 SE 6th Ave, Fort Lauderdale, FL 33301

African-American Research Library and Cultural Center

2650 Sistrunk Blvd, Fort Lauderdale, FL 33311

Winterfest at the LOOP - November 28, December 5, and December 12 Winterfest will have a booth at the LOOP (Las Olas Ocean Park). Santa will be popping in to grab a LaCroix sample and pick up his letters.

3000 E Las Olas Blvd, Fort Lauderdale, FL 33316

12 Days of Christmas Las Olas - December 1-12

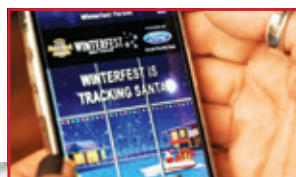
The Las Olas Association is bringing an Old-Fashioned Christmas Town to the Boulevard. Drop off your letter and vote for your favorite decorated storefront, Christmas tree or costumed pet with Winterfest.

Stranahan House and Riverwalk

Look for them starting November 28. You might even catch the Jolly Ol' Man himself walking along our beautiful downtown area.



Download the Winterfest Parade App to get notices, sighting and mailbox locations updates or visit Winterfestparade.com



Water Taxi™

FORT LAUDERDALE RESIDENTS: Enjoy additional savings with FTLRES20 for \$5 off Holiday Lights Cruises. Offer ONLY valid for Adult Holiday Lights Cruise tickets. Coupon Code cannot be combined with any other offer. Water Taxi reserves the right to modify or remove coupon code at anytime. For more information, go to watertaxi.com or call 954-467-6677.



CITY OF FORT LAUDERDALE

WINTERFEST ONLINE AUCTION PRESENTED BY



HOLIDAY SHOPPING FOR DEALS IS JUST A CLICK AWAY

Shop from the comfort of your cozy couch for vacations, jewelry, restaurants and more. Items added weekly. Bidding ends December 5, 2020. To register: <https://winterfest.home.qtego.net>

Bid On items such as:

Dinner and with Captain Lee



Penthouse Stay



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

Hello, neighbor.

We wanted to make sure you know that while you can't yet visit us in person, our local advisors are still available to help you feel more secure about today and the future. Here's how you can connect remotely:

- Email or phone
- Video conference
- Sharing screens and documents

Once we're able to welcome you into the Investor Center, we can work together in person or continue our relationship virtually and by phone.

The team at the Ft. Lauderdale Investor Center

450 N. Federal Highway, Suite 200

Fort Lauderdale, FL 33301

954.564.6394

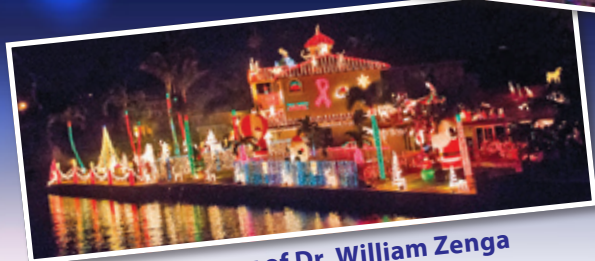


Investing involves risk, including risk of loss.

This information is intended to be educational and is not tailored to the investment needs of any specific investor.

Fidelity Brokerage Services LLC, Member NYSE, SIPC, 900 Salem Street, Smithfield, RI 02917

© 2020 FMR LLC. All rights reserved. 942502.1.3



In memory of Dr. William Zenga

LIGHT UP, DECORATE AND SPREAD THE HOLIDAY CHEER

Residents, Businesses, Boaters and Renters Spread the Holiday Cheer and Show Winterfest Your Decorations!

Submit your over the top photos of your home, boat, room, hallway, tree, cubical, dock or balcony. If you can decorate it – we want to see it! Let's light up the holidays!

You can simply visit

<https://winterfestparade.com/holidays-with-winterfest>
to upload your images.

OR upload them with a brief description, social media handle and hashtag: #winterfestdecor in your Facebook or Twitter post.. Add a shout-out where your amazing decorations are located (business name, for residents – your city, state ... No exact location unless you want people to drive by and gawk!)

ENCOURAGE YOUR FRIENDS TO VOTE FOR YOUR PHOTO:

The photo with the most votes in select categories will receive:

\$500 Bloomers Frose Basket **FROSE**

One Special Entry will receive tickets to our Winterfest 50th Launch Party courtesy of South Florida Ford.



A few over the top entries will receive the "Griswold Award" which will be selected by the president of the Broward, Palm Beaches & St. Lucie Realtors®, Jarrod K. Lowe – the official Judge of this Contest.



Jarrod K. Lowe

And voters, we didn't forget about you –
Vote starting November 28th, and you'll be entered for a chance to win a round trip air travel for two on Southwest Airlines®.

Southwest

Eligibility: No Purchase necessary. Winterfest® Decorating Contest (the "Sweepstakes") is open only to legal residents of Florida who are at least twenty-one (21) years old at the time of entry. The Sweepstakes begins on November 28, 2020 at 11:59 a.m. Eastern Time ("ET") and ends on January 5, 2020 at 8:00 p.m. ET (the "Promotion Period"). Entrants who enter the Sweepstakes via text-messaging on their phone or other web-enabled device may be charged according to their carriers' data rate or text-messaging plans; entrants should contact their carriers for pricing details.



ADDITIONAL SWEEPSTAKES AND CONTESTS

WINTERFEST® DECO DREAM Get-Away Sweepstakes GRAND PRIZE

"Party Like A Rock Star" Guitar Basket

- An Authentic White Electric Guitar (\$130 value)
- Deluxe Accommodations for a two (2) Night stay at The Seminole Hard Rock Hotel & Casino, Hollywood (\$700 max value)
- Two Dinners for two (2) at either Council Oak Steaks and Seafood, Cipresso (Italian) or Kuro (Asian Inspired) Restaurant (\$150 max value, each)
- One day Bora Bora Cabana Experience for up to 10 Guests including Food & Beverage, Weekday Only (\$2375 max value)
- Assorted logo items
- The retail value of the basket is \$3,375.00

1st PRIZE

Round trip air travel for two (2) on Southwest Airlines® Boyz II Men Autographed Guitar

The retail value of the prize is \$900.00.

2nd PRIZE

Year Supply of LaCroix

The retail value of \$325.00



NO PURCHASE NECESSARY. Void where prohibited. For complete details and Official Rules, visit Winterfestparade.com. Sponsor: Winterfest, Inc. 512 Northeast 3rd Avenue, Fort Lauderdale, Florida 33301. Deco Dream Get-Away Sweepstakes (the "Sweepstakes") is open only to legal residents of Florida who are at least twenty-one (21) years old at the time of entry. The Sweepstakes begins on November 14, 2020 at 12:00 a.m. Eastern Time ("ET") and ends on December 7, 2020 at 4:00 p.m. ET (the "Promotion Period"). Entrants who enter the Sweepstakes via text-messaging on their phone or other web-enabled device may be charged according to their carriers' data rate or text-messaging plans; entrants should contact their carriers for pricing details.

FESTIVE PET COSTUME PHOTO CONTEST

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

Are you a proud parent of a pampered pooch, 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 using the QR Code.

Prizes – Voting - Fun!
Show off Your Pet Today!



<https://woobox.com/gkcxbi>



Winterfest Is In Perfect Harmony



BOYZ II MEN

WITH



REPUBLIC NATIONAL
DISTRIBUTING COMPANY



Enter to win the

DECO GET-AWAY SWEEPSTAKES

FOR INFORMATION ON HOW TO ENTER FOR A CHANCE TO WIN



Visit displays at select **CROWN WINE & SPIRITS** locations or
Online at **WINTERFESTPARADE.COM**

WINNERS WILL BE SELECTED ON **DECO DRIVE** on **7 WSVN** DEC. 8TH.

HAPPY HOLIDAYS!

WINTERFEST WORKSHOP

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.



Ornament how-to video crafter
James T. (JT) Floyd, Jr.



2020 Winterfest Poster Artist – Nick Scalzo

Nick Scalzo, best known as the Vice President and Creative Director of S.MARK Graphics since its inception in 1984, has been selected to create the poster for the 49th Winterfest Celebration. Nick is an accomplished designer with a unique balance of creative and technical expertise, coupled with a strong background in print and web design. For 36 years, he has helped develop corporate and brand identities ranging from designing annual reports, brochures, advertisements, product packaging, catalogs, logos, billboards, theater posters and web sites.



S.MARK GRAPHICS
GRAPHIC DESIGN AGENCY

Visit our Sight for all things SANTA

from tracking to virtual events
Winterfestparade.com/santa



Our Holiday
Web Designer
for Winterfest



LISTEN TO 100.7 FM MIAMI's #1 HIT MUSIC STATION



TOTALLY

93.9

ALL 90S,
ALL THE TIME.

COMMERCIAL FREE AT 8AM & 5PM!

Fifth Third Bank proudly supports Winterfest® 2020



FIFTH THIRD BANK

Fifth Third Bank. Member FDIC.

49 YEARS OF THE WONDERFUL WORLD OF WINTERFEST®

**WINTERFEST® TELEVISION SPECIAL
FIRST AIRING DECEMBER 19th AT 10 A.M.**

As Winterfest® sails towards 2021, WSVN has been compiling 49 years of the best of the best in the history of the Parade. On Saturday, December 19th, the Winterfest® Television Special will take you on a trip down memory lane. The special will be shared around the state through a network partnership with WSVN and FOX Sports Sun during the holiday season.

CELEBRATE THE HOLIDAYS WITH WINTERFEST SOUTH FLORIDA AND BEYOND: Have a "Watch Party" at home or a local establishment. Watch the Winterfest® Television Special on WSVN 7 on December 19 (10 a.m.), December 25 (5 a.m. and 12 noon) and January 1 (5 a.m. and 12 noon). FOX Sports Sun will be airing the Winterfest® Television Special throughout the holiday season. Check local listings.

PARTY AT HOME IN BOSTON: Sister stations will air the Parade on December 26 at 3-4 p.m. (WHDH) and December 27 at 4-5 p.m. (WLVI).

AROUND THE WORLD: The WSVN Television Special will be available after the holiday season with links on Winterfestparade.com.



WINTERFEST® MERCHANDISE

Visit winterfestparade.com for your limited-edition merchandise such as "Home for the Holidays" Burgee, Ornament and Winterfest® charm. Orders must be placed by December 10 to guarantee delivery prior to Christmas Eve.



nick scalzo

PAT ANDERSON

SILV COLLECTION

CARROLL'S Jewelers

STROLL DOWN MEMORY LANE

Flashback Fridays brought to you by



Our purpose is people

Every Friday, Winterfest's Social Media highlights a few entries from past Parades as we count down to the television show.



TOGETHER AGAIN IN THE LIFE • ARTOIS

Celebrate the season with Stella Artois Belgian Lager, Midnight Lager and Solstice Lager all winter long.





JR. CAPTAIN CONTEST

POWERED BY



Congratulations to 8-year-old Dantonio Frazier, Jr. representing Jack & Jill Children's Center! Dantonio won the 2020 Winterfest Foundation Jr. Captain Contest powered by FPL with 1,212 Facebook votes. Dantonio was nominated by Jack & Jill Children's Center. He has been with the Center since he was 2 years old. "Jack & Jill Children's Center is an overall amazing organization for families in need. The childcare has helped tremendously, not only that but also with job opportunities for the parents. It is so much more than a school; the staff has become family. They are there for families and the community. They help out during the holidays, and so much more. Jack & Jill Children's Center is there for every need possible," noted his mother. Look on the Winterfest Foundation Website or watch the WSVN Winterfest Television Special to see this year's Jr. Captain.



Dantonio Frazier, Jr.



Everyone is a WINNER! All nominees and their immediate family receive tickets to ride the Water Taxi.

THE JR. CAPTAIN NOMINEES



BRAYLON
Children's
Diagnostic
& Treatment
Center



BRIANNA
Gilda's Club
South Florida



RYAN
Juvenile
Diabetes
Research
Foundation



MARIA
Epilepsy
Florida



ISAIAH
The Leukemia
& Lymphoma
Society



ELIJAH
HANDY



SHAMEKA
United
Community
Options



RAMON
Joe Dimaggio
Children's
Foundation



XIOMARA
SOS Children's
Villages Florida



Winterfest® Jr. Captain 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 12th annual Jr. Captain program.

Former Wasie Foundation representative, Jen Klaassens with Lisa Scott-Founds, President & CEO of Winterfest®, Inc. along with Event Director, Dawn Read 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: 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

Founded in 2017, The Winterfest Foundation 501(c)3 was created to focus on education, arts and culture in public places, water safety and assisting other charitable efforts. 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#: CH53727



BROWARD COUNTY STUDENTS IN GRADES K-5 ENTER TODAY

Submit your original 8.5" x 11" artwork for the 17 annual Fantasy Boat Student Art Contest on PAPER using crayons, pencils, paints OR using Microsoft "Paint" Program on your COMPUTER.

Deadline is January 15, 2021 and can be sent electronically as hi-res jpg or pdf files.

First Place Winners in Age Categories will receive laptops courtesy of

PRIZES WILL BE AWARDED

Entry Form and Rules: <https://winterfestfoundation.org/student-art-contest/>



GET READY FOR WINTERFEST FUN IN 2021

Join Winterfest as we celebrate our 50th Anniversary with a variety of events leading to the "Best Show in H2O." The Seminole Hard Rock Winterfest Boat Parade will be back in 2021 better than ever.

CHRISTMAS IN JULY HALFWAY TO WINTERFEST

Winterfest wants to celebrate its 50th Anniversary with a birthday party open to everyone! Free Family Fun with a variety of activities, sampling, Pet Rescue Row, and more at Dania Pointe. Look for more 50th Anniversary Events with The Umbrella Group and other sponsors in our 2021 Brochure and the website.



"I want to take this opportunity to wish you and your families the very best this holiday season. The City of Fort Lauderdale, as well as organizations such as Winterfest, want to spread the cheer by encouraging business owners and individuals to decorate. Thru our virtual events, Winterfest Santa Sightings, and various holiday lighting events; let's decorate to bring a smile to our community



Dean Trantalis

Dean Trantalis,
Mayor, City of Ft. Lauderdale

Warmest wishes for a happy holiday season!
We're looking forward to welcoming Santa Claus to Greater Fort Lauderdale for his much-needed vacation and we hope you are too!

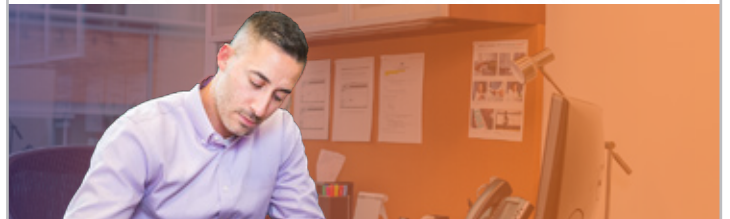
Stacy Ritter

Stacy Ritter, CDME
President/CEO, Greater Fort Lauderdale Convention
& Visitors Bureau



CARR WORKPLACES

Carr Workplaces has safe, professional offices and coworking space to get away from the distractions of home



OFFICES



VIRTUAL OFFICES



COWORKING



SUITES



MEETING ROOMS



EVENT SPACE

Micki Scavone, General Manager

micki.scavone@carrworkplaces.com | (954) 420-8649
401 E. Las Olas Blvd Suite 1400 Ft. Lauderdale, FL 33301



WINTERFEST

BOAT PARADE



Winterfest would like to thank our partners whose logos you see in this section:

Advanced Roofing / Advanced Green Technologies	Pat Anderson, Artist
Broward Health	QuinnProQuo Strategies & Communication
Broward, Palm Beaches & St. Lucie REALTORS®	Republic National Distributing Company and their brands
Catholic Health Services	Seminole Hard Rock Hotel & Casino
City of Fort Lauderdale	S.MARK Graphics
Carroll's Jewelers	SLT
Eye On South Florida	Sixth Star Entertainment & Marketing, Inc.
Fidelity Investments	South Florida Ford
Fifth Third Bank, South Florida	Southwest Airlines®
Global Satellite Engineers	Stephen's Distributing Company / Stella Artois
GrayRobinson, P.A.	The Media Lab
Greater Fort Lauderdale Convention & Visitors Bureau	Two Men and a Truck
Holy Cross Health	UBS Financial Services – The Garvin Financial Team
iHeart Media and their radio stations	UKG (Ultimate Kronos Group)
LaCroix	The Umbrella Group
Memorial Healthcare System/Joe DiMaggio Children's Hospital	Water Taxi
Nick Scalzo, Poster Artist	WSVN - Channel 7

as well as the following partners:



GET YOUR PHOTO ON OUR SOCIAL MEDIA

Upload your Selfie using [#WinterfestFL20](#) | Follow us on [Facebook](#) Winterfest.Parade [Twitter](#) WinterfestInc [Instagram](#) WinterfestInc [YouTube](#) Winterfest101

Winterfest, Inc., 512 Northeast 3rd Avenue, Fort Lauderdale, Florida 33301 | 954-767-0686 | [WinterfestParade.com](#)