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**NEWS RELEASE**

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#WinterfestFL

FOR IMMEDIATE RELEASE

**Seminole Hard Rock Winterfest**® **Boat Parade Plans to Host a Floating Concert featuring the Unveiling the Official Anthem for Broward County**

**Broward County, Fort Lauderdale, FL (Friday, September 29, 2023) The** Seminole Hard Rock Winterfest Boat Parade producers are thrilled to announce that Winterfest, Inc. is bringing something truly unique and exciting to this year's Parade! Get ready to experience the incredible talent of Alexander Star, an Emmy®-nominated singer, rap artist, and musical humanitarian on a showboat transformed into a traveling concert on water.

Alexander Star, a South Floridian for the past 20 years, is known for his ability to uplift and spread love through his music. His authentic and inspiring lyrics have touched the hearts of many, and his performances are nothing short of spectacular.

Backed by his band, The Golden People, Alexander Star delivers a fusion of hip-hop, R&B, reggae, rock, and pop that will have everyone grooving to the beat. Whether you're a fan of his music or new to his sound, his live shows are dynamic, inclusive, and suitable for all audiences.

But Alexander Star's impact goes beyond the stage. He has dedicated over ten years to mentoring students and helping them write and record their original songs with a purpose. His experience working with at-risk teens has sharpened his ability to empower others, which shines through in his music.

In addition to his musical endeavors, Alexander Star has created anthems for numerous organizations that make a difference in our local communities. From 211 Broward to Feeding South Florida, he uses his talent to support causes that truly matter.

Now, in collaboration with Visit Lauderdale and Winterfest, Alexander Star is creating the official anthem for Greater Fort Lauderdale! This anthem will represent our vibrant and diverse community, and we couldn't be prouder. Winterfest supporters will have the chance to hear it live at the Grand Marshal Reception on December 15th, and the unveiling of the song to the public will be as the band performs it on the Visit Lauderdale decorated 'concert showboat" onboard the Island Adventure Water Taxi at the Seminole Hard Rock Winterfest Boat Parade on December 16th.

So, please mark your calendars and join us in celebrating the incredible talent of Alexander Star and all the decorated entries at the Parade. It's an event you will want to attend! So, Get Onboard!

For a current list of boats and other Winterfest celebrations, visit winterfestparade.com or call 954-767-0686 to participate.

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PHOTOS OF ALEXANDER STAR: [A. Star Pics for Winterfest - Google Drive](https://drive.google.com/drive/folders/1kL2K5uSEqD1JTWvkYNrFoqwJvlkNYrPj)

***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 Seminole Hard Rock Hotel & Casino Hollywood***

*Seminole Hard Rock Hotel & Casino Hollywood is the flagship-integrated resort of Hard Rock International, owned by the Seminole Tribe of Florida. The renowned entertainment, gaming and hospitality destination unveiled a $1.5 billion expansion in 2019, highlighting the debut of the world’s first and only Guitar Hotel. Between three hotel towers, the resort boasts 1,271 luxury guestrooms. Amenities include a 42,000 square-foot Rock Spa® & Salon; an 18-acre recreational water experience; private “Bora Bora” style cabanas; more than 20 food and beverage outlets; an expansive gaming floor with more than 2,700 slots, more than 200 table games and a 45-table poker room; 120,000 square feet of premier meeting and convention space; and a 26,000 square-foot retail promenade. Hard Rock Live, ranked No. 5 worldwide in 2022 gross revenue for both Pollstar Magazine and Billboard in its respective categories, highlights A-list entertainers and performers, sporting events and live broadcast productions in an intimate 7,000-person capacity setting. Seminole Hard Rock Hollywood is located on 87 acres of the Hollywood Seminole Reservation along State Road 7 (U.S. Highway 441). For more information, visit us online at* [*www.seminolehardrockhollywood.com*](http://www.seminolehardrockhollywood.com) *call (800) 937-0010 or follow us: Facebook:* [*SeminoleHardRockHollywood*](https://facebook.com/seminolehardrockhollywood)*, X:* [*@HardRockHolly*](https://twitter.com/hardrockholly)*, Instagram:* [*@HardRockHolly*](https://instagram.com/hardrockholly)*.*

***About Visit Lauderdale***

*Visit Lauderdale is the official destination marketing organization for Greater Fort Lauderdale and serves as the tourism department for Broward County, Florida. Visit Lauderdale promotes the area’s 31 municipalities to a global audience of leisure and business travelers as the ideal place for Everyone Under the Sun in recognition of the area’s diverse and welcoming vibe, and books conventions into the Greater Fort Lauderdale/Broward County Convention Center and area hotels and resorts. Find more information at visitlauderdale.com and follow @VisitLauderdale on Facebook,* Instagram, X, and YouTube.

***About Alexander Star***

*Alexander Star is an Emmy®-nominated singer, rap artist, musical humanitarian, and South Floridian of 20 years. Known to "give hope while being dope," Star writes music as a tool to uplift, spread love, and highlight the 'inner glow' he sees in people through an authentic lens. His music is featured in Super Bowl campaigns, prime-time television shows, international brand anthems, and beyond.*

*Alexander Star's live shows are dynamic, inclusive, and suitable for all audiences. Backed by his band – appropriately dubbed The Golden People for their desire to transmit value through their songs – Star delivers a robust hybrid of hip-hop, r&b, reggae, rock & pop vibrations. In addition to their headline shows, Alexander Star & The Golden People have opened in concert for global acts such as Earth, Wind & Fire, Black Violin, and Koffee.*

*Off the stage, Star has dedicated 10+ years of musical mentorship toward helping students write and record original songs rooted in purpose. His experience working closely with at-risk teens (survivors of abuse, neglect, trafficking, and the foster care system) sharpens Star's ability to empower others, and it shows up in the way he writes his own original lyrics.*

*Alexander Star has created anthems for many organizations that impact our local communities daily: 211 Broward, HANDY, Inc., The Children Services Council, Xtreme Action Park, and Feeding South Florida, to name a few.*

*And now, in collaboration with Visit Lauderdale and Winterfest, we're happy to announce that Alexander Star is creating the official anthem for Greater Ft. Lauderdale! Proudly repping home base, our very own 'Impact Artist' will be performing the freshly pressed anthem live at the Grand Marshal Reception on Dec. 15 and on a custom-built 'concert yacht' at the Winterfest Boat Parade on Dec. 16. See you there!*