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**NEWS RELEASE**

**FOR MORE INFORMATION:**

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**FOR IMMEDIATE RELEASE - MEDIA PLE**

**Winterfest**® **Launch Party: A Spectacular Glimpse of What to Expect for this Year’s Celebration with Live Entertainment and Virtual Experiences**

**Broward County, Fort Lauderdale, FL (Thursday, October 12, 2023)**  – Get ready for an unforgettable night as Winterfest® presents its highly anticipated Launch Party presented by GrayRobinson. Set to take place on October 14 from 7 to 10 pm at the luxurious Fort Lauderdale Harbor Beach Marriott Resort & Spa. This exclusive event will feature an array of exciting elements, including live entertainment, a taste of exquisite cuisine and an immersive virtual experience by FutureTech and LG.

Renowned artists Melle Mel and Scorpio from Grand Master Flash and the Furious Five will grace the stage, delivering a thrilling performance that will have everyone dancing the night away. Additionally, the event will include the Parade’s Grand Marshal announcement by the Parade’s title sponsor the Seminole Hard Rock Hotel & Casino later in the evening.

Guests will have the opportunity to indulge in the culinary delights of Casa Calabria, the featured restaurant for the evening. Frank Talerico, the mastermind behind Casa Calabria's exquisite cuisine, will be present to showcase the restaurant's unique flavors and signature dishes. Complimenting the gastronomic experiencesare the following local restaurants: 3030 Ocean, Billy's Stone Crab, Mimi’s Ravioli, Timpano, Carl’s Seafood, Eddie V’s, Piazza Italia, Fogo de Chao, Sea Level and Flemings.

In partnership with FutureTech and LG, Winterfest is taking the event experience to the next level with a virtual experience. Guests will step into a world of cutting-edge technology and embark on a journey that will captivate your senses and expand your horizons.

Capturing the excitement visual highlights and soundbites, WSVN Channel 7 will be conducting interviews with key figures, including Christopher Bielski from Fort Lauderdale Harbor Beach Marriott Resort & Spa, Frank Talerico from Casa Calabria / Ocean Manor Beach Resort, Robyn Vines from Gray Robinson, PA, Stacy Ritter from Visit Lauderdale and Britt Lanier, Parade Chairman. EyeOnSouthFlorida will be uploading their experience on their digital platform throughout the weekend.

The main room will be a sight to behold, with Republic National Distributing, Stella Artois and LaCroix Sparkling Waters showcasing their finest on the bar. To capture the memories, the Water Taxi Photo Booth will be available along with bling from Carroll’s Jewelers.

As a nod to the 20 years of the Seminole Hard Rock Hotel & Casino as the title sponsor of the Parade, Grand Marshal Reception and Black Tie Ball, Winterfestt® has created a memory lane of Grand Marshal cut-outs mixed with characters from Pomp, Snow, & CIRQUEumstance

Want to be a part of all the Winterfest® celebrations? Sponsorship is your ticket to all the events. Call Winterfest® at 954.767.0686 or [info@winterfestparade.com](mailto:info@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*](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)*.*