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**NEWS RELEASE**

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FOR IMMEDIATE RELEASE

**New Song “Laudy Dayo!” Celebrating Diversity and Unity in Greater Fort Lauderdale to Debut during Seminole Hard Rock Winterfest**® **Boat Parade**

**Broward County, Fort Lauderdale, FL (Updated December 1, 2023) The** Seminole Hard Rock Winterfest® Boat Parade producers are thrilled to announce a talented artist and songwriter will perform his new song "Laudy Dayo!" during the Parade. This anthem celebrates the diversity and unity found in Greater Fort Lauderdale/Broward County, where people of all nationalities, cultures, and value systems coexist under the sun.

Inspired by the inclusive nature of the community, " Laudy Dayo!!" embraces the idea that everyone can express themselves freely and proudly. This song encourages individuals to embrace their uniqueness and "color out loud."

The concept and title of the song were influenced by the brilliantly worded slogan of Broward County "Everyone Under the Sun," which has been seamlessly integrated into the lyrics.

Alexander Star is the creative mind behind this anthem. It is co-produced by Eli Celestin, known for his work with Flo Rida, DJ Khaled, Rick Ross, and Future. " Laudy Dayo!!" infectious melody and lyrics playfully embed "Laudy Dayo" into the listeners’ subconscious, inviting them to experience the magnetic pull of Greater Fort Lauderdale.

“Visit Lauderdale is thrilled to debut our destination’s new anthem for the first time at Winterfest®, showcasing the vibrant culture and spirit that defines our community,” said Stacy Ritter, president and CEO of Visit Lauderdale. “Greater Fort Lauderdale is a boat lover’s paradise, so when it comes to the holidays, it’s no surprise that we like to celebrate with an epic parade on the water.”

Winterfest® supporters will have the chance to hear it live at the Grand Marshal Reception on December 15th. The unveiling of the song to the public will be as Alexander Star + The Golden People perform onboard the Visit Lauderdale decorated 'concert showboat" - Island Adventure Water Taxi during 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.

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: [Alexander Star – https://kossontalent.com](https://kossontalent.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 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 call (800) 937-0010 or follow us: Facebook: SeminoleHardRockHollywood, Twitter: @HardRockHolly, Instagram: @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!*