



# WINTERFEST

## BOAT PARADE



### **\*\*Media Alert\*\***

## **Seminole Hard Rock Winterfest Grand Marshals Montell Jordan and Romero Britto**

### ***Britto Also Tapped as Official Poster Artist for the 2025 Celebration***

FORT LAUDERDALE (BROWARD COUNTY), FL - Monday, August 25, 2025- Winterfest®, Inc. announces **Montell Jordan**, R&B icon and inspirational performer, and **Romero Britto**, internationally acclaimed artist, will serve as **Co-Grand Marshals** for the **54<sup>th</sup> annual 2025 Seminole Hard Rock Winterfest® Boat Parade**

In addition to his role as Grand Marshal, **Romero Britto** has also been commissioned as **Winterfest® 2025 poster artist**, further adding to the color, creativity, and cultural impact of this year's festivities. His artwork will be featured on brochures, newsletter, online materials, shirts and reflected on the decor of the Grand Marshal Showboat sponsored by Fifth Third Bank.

### **Meet the Co-Grand Marshals**

**Montell Jordan** is best known for his 1995 chart-topping anthem “**This Is How We Do It**,” a track that became a defining sound. With multiple hit albums and a career spanning more than two decades, Jordan continues to captivate audiences with his voice, message, and presence. Beyond the stage, he is also a passionate speaker and community advocate, making a meaningful impact through his outreach, music, and ministry.

**Romero Britto** is a globally celebrated artist recognized for his bold use of color, playful themes, and signature pop-cubist style. His artwork has adorned galleries, public spaces, and brand collaborations around the world. As **poster artist** for Winterfest® 2025, Britto's vibrant visual interpretation of the Seminole Hard Rock Winterfest Boat Parade is a celebration of joy and holiday magic—capturing the spirit of the season in his iconic style.

Together, Jordan and Britto represent the perfect blend of sound and color, creativity and celebration—an inspiring duo leading a parade that unites the community through art, music, and tradition.

### **Parade Highlights**

On **December 13<sup>th</sup>**, the Parade will illuminate the Intracoastal Waterway with lights, floating displays, and live entertainment. Jordan and Britto will lead the procession aboard the **Grand Marshal Showboat, sponsored by Fifth Third Bank**, setting the tone for a spectacular night of celebration. Special thanks to **Seminole Hard Rock Hotel & Casino** for their support as title sponsor of the Parade.

## Where to Watch?

Catch the best views at the **Parade Viewing Area presented by Nicklaus Children's Health System**, which includes a festive pre-show and post-show with live music, food vendors, and more.

**New for 2025**, the Seminole Hard Rock Winterfest Boat Parade will begin 30 minutes earlier, with a new official start time of **6:00 PM**. For more information and event details, please visit [winterfestparade.com](http://winterfestparade.com).

## Get Involved?

Want to participate in the Parade, become a sponsor, or volunteer? Contact Winterfest® at 954.767.0686 or email [info@winterfestparade.com](mailto:info@winterfestparade.com).

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**FB:** [winterfestparade](https://www.facebook.com/winterfestparade)

**Twitter/Instagram:** @WinterfestInc

**#WinterfestFL**

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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; a 26,000 square-foot retail promenade; 120,000 square feet of premier meeting and convention space; and an expansive gaming floor with more than 2,500 slots, more than 200 table games and a 45-table poker room. In 2023, the casino launched live craps, roulette and retail sports betting, offering 10 craps tables, 20 roulette tables, and sports betting locations including both electronic kiosks and kiosks with live sports betting agents. Introducing the new games is a historic milestone that immediately puts Florida in the same league as the world's great gaming destinations. Hard Rock Live, ranked No. 4 worldwide in 2024 gross revenue for Pollstar Magazine, 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 1 (800) 937-0010 or follow us: Facebook: [@HardRockHolly](https://www.facebook.com/HardRockHolly), X: [@HardRockHolly](https://twitter.com/HardRockHolly), Instagram: [@HardRockHolly](https://www.instagram.com/HardRockHolly).

### About Fifth Third

Fifth Third is a bank that's as long on innovation as it is on history. Since 1858, we've been helping individuals, families, businesses and communities grow through smart financial services that improve lives. Our list of firsts is extensive, and it's one that continues to expand as we explore the intersection of tech-driven innovation, dedicated people and focused community impact. Fifth Third is one of the few U.S.-based banks to have been named among Ethisphere's World's Most Ethical

Companies® for several years. With a commitment to taking care of our customers, employees, communities and shareholders, our goal is not only to be the nation's highest performing regional bank, but to be the bank people most value and trust.

Fifth Third Bank, National Association is a federally chartered institution. Fifth Third Bancorp is the indirect parent company of Fifth Third Bank and its common stock is traded on the NASDAQ® Global Select Market under the symbol "FITB." Investor information and press releases can be viewed at [www.53.com](http://www.53.com). Deposit and credit products provided by Fifth Third Bank, National Association. Member FDIC.

#### **About the Artist Romero Britto**

**Romero Britto**, founder of the Happy Art Movement, is an internationally renowned artist who has created an iconic visual language of happiness, fun, love, and hope all its own inspiring millions worldwide. Brazilian-born and Miami-made, Romero has made it to the top and is considered one of the most famous and celebrated living visual artists in the globe. Britto's appreciation of the masters Pablo Picasso, Henry Matisse, Andy Warhol, Keith Haring, and Roy Lichtenstein influenced him to create a completely new artistic style by using vibrant, bold, and colorful patterns to reflect his optimistic view of the world around him. His work has been exhibited in the most prestigious galleries and museums in over 120 countries, including the Carrousel Du Louvre and he was the first living visual artist to present his work at the Soumaya Museum. Romero Britto has also created innumerable public and private art installations, not to mention the largest in the history of London's Hyde Park. He did the opening of the Super Bowl XLI in collaboration with the Cirque Du Soleil, was the official artist for the 2010 FIFA World Cup South Africa, ambassador to the 2014 FIFA World Cup Brazil, honorary torch bearer and ambassador for the Rio 2016 Olympic Games. Britto, considered the most licensed artist in history, is a frequent speaker at the World Economic Forum (Davos, Switzerland) and is an activist for more than 250 charitable organizations, but most of all, he is an artist who believes that "art is too important not to share" and that he has a role as an agent of positive change.

#### **About the Artist Montell Jordan**

Montell Jordan entered the music scene from the streets of Los Angeles. His first release, *This Is How We Do It*, was a breakout new jack-swing song that topped the Hot 100 for seven weeks and R&B charts for eight. Jordan, tall and handsome with a silky-smooth voice, established himself as a powerful presence in music, brimming with talent, savvy, and charm. Over his nearly twenty-year career in music, Jordan has released seven studio albums, fourteen singles, and is a Grammy nominated artist selling more than 10 million records worldwide. He has written five (5) #1 records during his career that has spanned over 2 decades. Following years of awards, accolades and industry achievements, Montell stepped away from the entertainment business in search of significance over success. "I had to learn who I was outside of music to determine that I make music and music doesn't make me." In that time away, Montell was able to reevaluate his priorities and ultimately find his passion. This was found as he connected with his childhood faith. Speaking, teaching, mentoring, counseling and writing are some of the many ways Jordan is fulfilling his purpose in ministry today. Jordan now does music again as he has determined both what he is gifted to do and what he is purposed to do and allowed those worlds to meet.