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## **THE WELCOME CHANNEL ANNOUNCES PARTNERSHIP WITH THE FREC STAR GALA TO BE HELD NOVEMBER 13<sup>th</sup> 2010 MICCOSUKEE RESORT & GAMING**

**October 6<sup>th</sup> 2010 MIAMI** - The Welcome Channel announced today that it will be a proud partner of The Film, Recording and Entertainment Council's "Star Gala" November 13<sup>th</sup>, honoring dynamic industry leaders and talent who share a commitment to professional excellence and making a difference in the South Florida community.

"It is a great pleasure to announce that the Welcome Channel has agreed to be our Media Partner. With their support the 2010 Star Gala is anticipated to exceed our expectation and is looking like it will be a great success. We are certainly very proud and happy with the overwhelming feedback received from our Welcome Channel spot. We are also welcoming everyone who shares our great passion for the arts and the entertainment industry in South Florida to join us in celebrating the accomplishments of our members and honorees at the 2010 Star Gala" said Miguel Bravo of the FREC

The honorees are people shaping the future of the industry in South Florida and in the global market. The winners are recognized as a select group of people who have achieved notable success and demonstrated strong leadership and success in the industry. The honorees are selected by an independent panel of judges.

"We are so thrilled to be working together with FREC and the Star Gala this year. It is sure to be a very special event, and honors some very substantial people of the Miami & the Beaches Community" said April Donelson, Director of Sales and Marketing for The Welcome Channel

The honorees will be honored with an awards presentation at "Star Gala" on November 13, 2010.

The Film, Recording and Entertainment Council (FREC) will honor Jerry Powers with the Lifetime Achievement Award at the 2010 Star Gala, being held November 13 at the Miccosukee Resort. Powers will receive the organization's highest honor for his contributions to the economic development of the entertainment industry in South Florida, and for his generous contributions to the community.

The Lifetime Achievement Award recognizes the career and achievements of industry leaders who have made an indelible impact in their profession and industry community, and it is the highlight of the annual Star Gala.

In receiving this prestigious award, Powers enters the ranks of South Florida's most respected entertainment industry veterans. The honor was first granted to Mel Haber, a music industry legend and business manager of K.C. and The Sunshine Band, among others, and since that time other luminary recipients include: producer and director Bill Grefe, veteran producer Jonathan D. Krane and Miami Beach modeling icon Michele Pommier.

Mr. Powers entered the magazine industry in 1968 with the launch of The Daily Planet, a hip Miami weekly that created buzz with its hard-hitting social commentary. A true visionary, Powers also made his mark in the music business, both as a personal manager to recording artists such as LTD and Jeffrey Osborne, and as a concert promoter for legendary acts like Elvis Presley, the Moody Blues, Elton John, Yes, Emerson Lake and Palmer, Janis Joplin and Jimi Hendrix.

He later founded Ocean Drive Media Group, which has grown to include a string of award-winning magazine titles, including Ocean Drive, Ocean Drive en Español, VEGAS, Florida InsideOut, Ocean Drive Venezuela, Ocean Drive Mexico, WYNN, Bal Harbor Magazine and Art Basel Miami Beach, the world-famous art fair's only official publication. With these cutting-edge lifestyle magazines, Powers created a genre in the publishing business that has been widely copied around the country. For 16 years, his brand of sexy reportage and knack for landing the hottest covers - from Paris Hilton to Pamela Anderson - made South Florida a formidable contender in the magazine world.

After conquering the media industry, Powers sold Ocean Drive and has since turned his gaze to the next big thing. In March 2009, he created PowerPlay Photo Studios, a full-service company devoted to production work in Miami. Powers also serves as Chairman of Zo's Summer Grove and is a proud board member of both Miami Beach Police Athletic League and the Alonzo Mourning Charities - a program designed to encourage disadvantaged inner-city youth to develop a positive outlook on life. Powers has flown to Haiti to assist in the earthquake relief efforts for firsthand.

Powers recently mentored students at the Overtown Youth Center in an 8-week publishing seminar and contributes to People for the Ethical Treatment of Animals (PETA). The City of Miami Beach, Miami-Dade College and the Ronald McDonald House have all recognized his charitable endeavors with various awards. Powers will receive his award at the FREC Star Gala to be held on November 13, 2010. For information on tickets or to register for the event please visit [www.Stargala.org](http://www.Stargala.org)

#### **About FREC:**

The mission of the Film, Recording and Entertainment Council is to promote economic development for the industry in South Florida and to create a climate that enhances economic vitality for industry businesses. FREC helps to improve the quality of life for all members by providing networking and business opportunities and by positioning South Florida as the premier industry Hot Spot. The Council is a membership driven not for profit 501(c) (6) organization.

**About The Welcome Channel:**

The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for our mostly exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel resort locations, The Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events...catering to both our international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with our clients having the same option. [www.welcomechannel.tv](http://www.welcomechannel.tv)

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