



WELCOME CHANNEL IS A MEDIA SPONSOR OF THE 11th ANNUAL MIAMI FASHION WEEK

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March 9, 2009 MIAMI -- The Welcome Channel announced today that it will be a proud sponsor at the 11th annual Miami Fashion Week®, March 19-22, 2009

The largest event in the country spotlighting international fashion hits the runways in Miami when designers, entertainers and celebrities from around the globe take part in this international event. This year's attending designers hail from such exotic ports of call as Dubai, Pakistan, Lebanon, Malaysia, Belgium, Spain and Italy, as well as from throughout Latin America and the Caribbean.

"We are thrilled to be involved with Miami Fashion Week. This is the largest event in the country highlighting international fashion, and a truly superb event for all of our international and domestic travelers here visiting Miami & the Beaches" said April Donelson, Sales and Marketing Director for The Welcome Channel.

As the largest International fashion event in the U.S., Miami Fashion Week® has brought the best in International fashion, beauty, music and art to the forefront of the American fashion scene and to the center stage spotlight in Miami.

Miami Fashion Week® epitomizes a crossover of international culture from designers, entertainers and celebrities from around the world, this year representing Spain, India, Italy, Canada, Pakistan, United Arab Emirates, Malaysia, Eastern Europe, the Caribbean, Mexico and all countries throughout South and Central America.

New for 2009 is the International Culinary Arts Pavilion, a nightly fashionable feast featuring a different celebrity chef each evening creating cuisine inspired by the native countries of the fashion designers being showcased that night. The Culinary Arts Pavilion is being presented by Whole Foods Market, Johnson & Wales University, and A Joy Wallace Catering Production & Design Team.

The public is invited to the fashion shows and the Culinary Arts Pavilion. Tickets are \$25, per fashion show, and are available at : www.miamifashionweek.com. Tickets for the Culinary Arts Pavilion tastings are \$20 each night and are available at the door. Children under 15 are not permitted.

The 11th Annual Miami Fashion Week will take place Thursday, March 19-Sunday, March 22, 2009. Three fashion shows are held nightly, doors open at 6 p.m. The fashion shows will be held at Soho Studios, 2136 NW 1st Avenue in the Wynwood Art District of Miami.

THE WELCOME CHANNEL (www.welcomechannel.tv). 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.

ABOUT MIAMI FASHION WEEK: Beth Sobol, president of Sobol Fashion Productions, Inc., founded Miami Fashion Week® in 1999 following a successful career as an international fashion model. She has worked with some of the fashion world's most influential designers and producers and launched Miami Fashion Week to provide a platform for designers from Latin America to gain international exposure. During the past ten years, the event has evolved into a premier fashion event spotlighting designers from Europe, USA and Canada, the Caribbean, Middle East and Asia as well as the largest showcase of Latin American design talent in the United States.