



WELCOME
MIAMI & THE BEACHES
CHANNEL



THE WELCOME CHANNEL ANNOUNCES PARTNERSHIP WITH ROCK FASHION WEEK OCTOBER 2009 BRINGS THE ULTIMATE FASHION AND ENTERTAINMENT EVENT TO MIAMI BEACH

Rock Media and Entertainment and the Eden Roc Renaissance Miami Beach Present
Four Nights of Runway Fashion Shows with Top Tier Performances

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October 6th 2009 MIAMI – The Welcome Channel proudly announced today that it will be a media sponsor at Rock Fashion Week, held October 14th – 17th, 2009 at the Eden Roc Miami Beach.

"We are thrilled to be involved with Rock Fashion Week in Miami Beach, and are looking forward to being a part of such a fabulous event for all visitors to Miami & the Beaches" said April Donelson, Director of Sales and Marketing for The Welcome Channel.

Rock Media and Entertainment and **Eden Roc Renaissance Miami Beach** host **Rock Fashion Week** with **Hachette Filipacchi Media U.S.** The four-day fashion and entertainment event presented by **Stolichnaya** vodka, **Mehron** professional cosmetics, **Elle** jewelry, **Rado** watches and **Cutler South Beach**, will highlight many of the fashion industry's most celebrated labels on October 14th through October 17th in Miami Beach. Debuting Spring/Summer 2010 collections interspersed with an array of music and entertainment, the schedule will include shows by **KRELwear**, **ARGYLECULTURE** by **Russell Simmons**, **Birgit C. Muller Couture**, **Ella Bella Couture**, **Lorie Lester**, **Ra Mona La Rue** by **Arianne**, **Bullets 4 Peace**, **biatta Intimates**, **Billion Dollar Britches** and more.

Additionally, Rock Fashion Week in Miami Beach will proudly showcase **The Pink Dress Collection** which benefits **Susan G. Komen for the Cure®**. The collection will include prominent designers such as **Adam**, **Binetti**, **Giorgio Armani**, **Guess by Marciano**, **Lilly Pulitzer**, **Luca Luca**, **Nicole Miller**, **Tadashi**, **Terexov** and **Venexiana**, to name a few. Celebrities and Miami's notables including CBS 4, **Lissette Gonzalez**; NBC 6, **Roxanne Vargas**; Fox 7 Deco Drive's, **Shireen Sandoval** and singer/songwriter, **Jamie Jo Harris** will grace the runway in support of the cause. These noted designers have compassionately donated dresses to showcase throughout the three-city tour including New York, Miami Beach and to be auctioned off in Los Angeles as the finale.

"We are thrilled to partner with Eden Roc Renaissance Miami Beach to host Rock Fashion Week in Miami Beach," says CEO of Rock Media and Entertainment **Scott Rosenblum**. "They reflect the true spirit and missive of Rock Media and Entertainment, as well as Rock Fashion Week. By uniting both entities, we have been able to put forward a remarkable set of shows and are so excited to share it with Miami once again."

"Rock Media and Entertainment and Eden Roc Renaissance Miami Beach have been anxiously awaiting the opportunity to unleash this event to the world of fashion," states **David Siguaw**, Director of Sales and Marketing for the Eden Roc Renaissance Miami Beach. "We have been developing a partnership with Rock Media and Entertainment over the course of the past year and the production for their premier event lies parallel with our Renaissance and lifestyle brands."

"In light of the current economic landscape, it is crucial that programs like Rock Fashion week adapts to the needs of designers and sponsors," states **Al Silvestri**, Vice President of Integrated Marketing HFM U.S. "Our ability to provide a unique—and fully turnkey—fashion show and experiential event

platform, while reaching millions of consumers via nationwide media and promotion, guarantees that this experience delivers on everyone's expectations."

Rock Fashion Week is a biannual event that showcases established and emerging designers latest collection to the who's who of the fashion and entertainment industry. This season's shows will promise added entertainment as well as exciting programs including a cocktail reception honoring **Gen Art Fresh Faces** which will highlight some of Miami's notable fashion labels.

About Rock Media and Entertainment

Rock Media and Entertainment is an innovative entertainment and media company that drives brand equity using events and media properties. Within the entertainment realm, Rock specializes in fashion, film and music. Rock is a leader in event production and management, tying clients into an integrated media platform that reaches 300-400 million people. For more information, please visit www.rockprmedia.com.

About Eden Roc Renaissance Beach Miami Beach

After 18 months and a \$200 million transformation, the new Eden Roc emerges as a chic icon of style and sophistication on Miami Beach. With the redesign of the original Resort Tower and the addition of the sleek new 21-story Ocean Tower, the resort's transformation has almost doubled its size from 349 guest rooms to 631 oversized guest rooms and suites, a grand total of 70,000 sq. ft. event space and public areas, a 21,000 sq. ft. destination spa, and a state-of-the-art fitness center. The focal point of the Eden Roc is an oasis of six infinity edged pools, water features and gardens, threaded with walkways and intimate seating areas. Set amid this tropical haven will be four new dining destinations offering exquisite cuisine and entertainment options in the heart of Miami Beach. The Eden Roc Renaissance Beach Resort & Spa commands center stage on one of the world's most famous beaches, overlooking the Atlantic Ocean on one side and the yachts and mansions of the Intracoastal Waterway on the other. For more information, please visit <http://www.marriott.com/renaissance-hotel/travel.mi>.

About HFMUS

Hachette Filipacchi Media U.S. (HFM U.S.) serves consumers' passions and lifestyles through trusted, expert content that entertains and inspires on all media platforms. Illustrated with extraordinary images, these engaging editorial environments combine with highly-targeted demographics and scale to create rich opportunities for our advertisers. Our prestigious brands fall into five sectors: Fashion & Beauty (ELLE, ELLEgirl); The Luxury Design Group (ELLE DECOR, Metropolitan Home and PointClickHome); Women & Wellness (Woman's Day, Woman's Day Special Interest Publications); Automotive (Car and Driver and Road & Track as part of Jumpstart Automotive Group) and Motorcycling (Cycle World). HFM U.S. is part of Lagardère's (www.lagardere.com) media division Lagardère Active, a producer of special-interest content in more than 40 countries. (www.hfmus.com)

About Susan G. Komen for the Cure®

Susan G. Komen for the Cure® is dedicated to saving lives and ending breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. Since its inception in 1996, the Miami/Ft Lauderdale Race for the Cure® and the Affiliate has raised more than \$8 million and reached hundreds of thousands of women and men in educational outreach through grassroots efforts. For more information visit, www.komenmiaftl.org.

About The Welcome Channel

The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for our most exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, The Welcome Channel highlights the very best to do, see, and experience for our international and domestic travelers alike, as well as showcasing some of the most exquisite Real Estate our world-renowned destination has to offer. To stay up to date with the very latest taking place in our world class city, programming updates the 15th of each month, with time of day programming offered additionally. www.welcomechannel.tv

WHEN: Wednesday, October 14 – Saturday, October 17, 2009

WHERE: Eden Roc Renaissance Miami Beach
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**MEDIA
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