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KICKOFF SOIREE FOR 23rd ANNUAL YACHT & BROKERAGE SHOW MAKES A BIG SPLASH!

The Welcome Channel and Sunset Harbour Yacht Club
Hosted VIP Celebration for 300 Guests

MIAMI, FL (February 18, 2011) – [The Welcome Channel](#) & [Sunset Harbour Yacht Club \(SHYC\)](#) celebrated the launch of the [2011 Yacht & Brokerage Show](#) with an official VIP soiree on Wednesday, February 16th from 7 p.m. to 9:30 p.m. More than 300 guests attended the invite-only soiree featuring an unforgettable night of luxury.

Gracing the blue-carpet to pose for pictures were special guests including **Princess Thi-nga of Vietnam**; **John Dane III, president and CEO of Trinity Yachts**; **artist Stephen Gamson**; **Jay Hartley, president of Regions Bank**; **David Meers, chief operating officer of Vision Airlines**; **Skip Zimbalist, president of Show Management**; **Steve Sheer, director of marketing with Show Management**; **Lisette Gonzalez, CBS 4 meteorologist**; **Madeline Paredes, associate vice president of GMCVB**; **Alan Solis of Urban Icons Marketing**; **David Rolland, president & CEO of Van Der Bauwede Genève** and **April Donelson of The Welcome Channel**.

Sunset Harbour Yacht Club provided a beautiful waterfront backdrop for the celebration which included two 147ft. mega yachts which served as floating champagne lounges featuring a **One Sotheby's** gallery and art exhibition by **Daniel Bottero**.

Celebrity chef **Jackie Salas** served passed hors d'œuvres including lobster bisque; petit filet mignon wrapped in bacon with spicy avocado sauce; tempura shrimps with mango chutney; Madras curry chicken; pork tenderloin bites with cherry port wine sauce; fresh fish Ceviche and Cajun crab salad. Cocktails were sponsored by **Rums of Puerto Rico**, **Polar Express** and **Palm Bay International Fine Wine & Spirits**.

After a night of poolside dancing to **Tony Wilson and the Godfather of Soul Band**,

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guests were treated to a commemorative cake by **Salas** shaped to resemble the mega yacht Pure Bliss which was part of the event.

More than \$10,000 in prizes were raffled off throughout the evening, including round trip airfare from Miami to Destin with two-night resort accommodations courtesy of Vision Airlines, a Van Der Bauwede special Yacht & Brokerage Show commemorative watch, a two-night stay at The Lodges at Eagles Nest in North Carolina, complimentary dockage at SHYC and more.

Additional presenting sponsors included **Mercedes Benz, Urban Icons Marketing, Pioneer Linens** and **One Sotheby's International Realty**.

The highly anticipated event marked the start of the Annual Yacht & Brokerage Show's 23rd year. Every year, this event transforms Collins Avenue into a multi-million dollar presentation of brokerage yachts including the world's most extraordinary and uniquely designed vessels from the world's foremost boat builders and brokerage houses.

"We are excited about this opportunity," said Steve Sheer, Show Management's Director of Marketing. "Anytime that we can be a part of an event like this, it just sheds more positive light on the show and of course the marine industry."

About The Welcome Channel:

The Welcome Channel is the premiere, entertainment style visitor programming for 27 of Miami & the Beaches most affluent hotel and resort locations: Loews Miami Beach, Eden Roc Renaissance Miami Beach, Trump International, Westin Diplomat, JW Marriott, along with 22 other fine hotel and resort locations carry our in-room channel. The Welcome Channel airs 24 hours a day, 7 days a week, targeting our international and domestic travelers alike looking for the very best to do, see, and experience while enjoying their stay right here in Miami & the Beaches, or traveling abroad. www.welcomechannel.tv

About Sunset Harbour Yacht Club:

Voted best marina of Miami Beach in 2008, 2009 and 2010, SHYC, located in the heart of South Beach, is a full service private marina featuring 125 wet slips accommodating vessels from 45' - 160'+ feet. Ginger Hornaday, Broker Associate of ONE Sotheby's International Realty and Doug Mason, SHYC General Manager, market yacht membership slip sales marina management respectively. For more information, visit www.sunsetharbouryc.com.

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