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**THE WELCOME CHANNEL PROUDLY ANNOUNCES PARTNERSHIP WITH  
SLEEPLESS NIGHT MIAMI BEACH**

October 7<sup>th</sup>, 2011 MIAMI – The Welcome Channel announced a partnership today with the return of Sleepless Night Miami Beach-The Ultimate Cultural All-Nighter. Tens of thousands of cultural enthusiasts will descend upon the vibrant streets and sands of Miami Beach for a unique all-night experience during this arts and culture event, taking place November 5 – 6, 2011, 6:00 p.m. – 6:00 a.m.

“We are thrilled to be involved with Sleepless Night,” said April Donelson, Director of Sales and Marketing for The Welcome Channel, “This is such a great event for our visitors to experience, showcasing a wide array of culture for 13 hours on Miami Beach. I am sure this year will be one of their best!”

This year, the festival has set its sights higher than ever, pairing remarkable quality and incredible variety by presenting an eclectic mix of more than 150 local and international artists ranging from trapeze artists, symphonies, theater and dance groups, music concerts, architectural tours, museum exhibitions, and much more at approximately 80 sites across Miami Beach.

Modeled after Nuit Blanche in Paris and Montréal’s All-Nighter, the first edition of Sleepless Night in 2007 was an astounding success with rave reviews from locals and art aficionados, alike, and the second edition in 2009 drew more than 130,000 people. The City of Miami Beach provides convenient, complimentary shuttle buses between the four citywide zones for the entire duration of Sleepless Night.

The events, all of which are free, make a full range of cultural performances and venues accessible to every age and interest. The 13-hour marathon culminates with a grand-finale sunrise breakfast concert on the beach.

“Sleepless Night showcases the expansive range of talented artists, musicians and performers from within our own community, as well as internationally, to a whole new audience,” said Miami Beach Cultural Affairs Director Gary Farmer. “Our sponsors make this night possible as every event associated with Sleepless Night is free and open to the public. No tickets are necessary.”

Highlighted artists, performances and venues include:

- New World Symphony – three free concerts, which will also be simulcast on a 7,000-square-foot outdoor projection wall for attendees to enjoy at its new Frank Gehry-designed home
- Project Bandaloop – the East Coast premiere of its latest multimedia aerial dance creation “IdEgo,” with live music by Dana Leong
- Sarruga – Barcelona’s favorite troupe presents the U.S. premiere of its street spectacle FISHES
- MarchFourth Marching Band – great music and wild antics from this Portland Oregon sensation
- Nicole Henry, Will Calhoun, Victor Bailey, David Gilmore and other jazz greats
- The Dream Engine – UK trapeze artist presents an outdoor “Heliosphere” performance beneath a giant helium ball
- Livio Tragtenberg – the Brazilian composer presents the U.S. premiere of his interactive “The Cabinet of Dr. Strange”
- Tim Miller – the Florida premiere of his acclaimed performance piece “Lay of the Land”

Sleepless Night involves more than 100 theater groups, concerts in a variety of genres, museum and gallery exhibits, walking tours discovering Miami Beach architecture, comedians, and much more.

For more information on the most anticipated cultural night out, log onto: [www.sleeplessnight.org](http://www.sleeplessnight.org).

#### **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, 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)

#### **About Sleepless Night Miami Beach:**

Sleepless Night Miami Beach is an eclectic 13-hour annual citywide celebration of the arts taking place in Miami Beach from Saturday, November 5 -Sunday, November 6, 2011, 6:00 p.m. – 6:00 a.m. The free event will include more than 150 performances highlighting the best of local, national and international artists at over 80 locations throughout the city including art installations, and musical, theater and dance performances. No tickets necessary. Become a Facebook fan at [www.facebook.com/sleeplessnightmiamibeach](http://www.facebook.com/sleeplessnightmiamibeach) or follow on Twitter @mbinsomniac. [www.sleeplessnight.org](http://www.sleeplessnight.org)