



Media Contact for Show Management: Jane Grant jgrant@piersongrant.com

T: 954-776-1999

Media Contact The Welcome Channel: April Donelson Director of Sales and Marketing

aprild@welcomechannel.tv T: 305.331.6610

ANCHORS AWAY: THE WELCOME CHANNEL PROUDLY ANNOUNCES PARTNERSHIP WITH THE 24th ANNUAL YACHT & BROKERAGE SHOW MIAMI BEACH

January 9th 2012 MIAMI -- The Welcome Channel announced today it will once again it will be a proud sponsor of the 2012 Yacht & Brokerage Show Miami Beach as it celebrates 24 years. In addition, the two will join forces to host the Official Kickoff Soiree held on February 15th at the Sunset Harbour Yacht Club on Miami Beach.

“The Yacht & Brokerage Show in Miami Beach is consistently a worldwide draw for visitors year after year, and from every corner of the globe. The Welcome Channel is thrilled to be involved once again with this magnificent event showcasing the world’s most extraordinary yachts and in its Kickoff Soiree” said April Donelson, Director of Sales and Marketing for The Welcome Channel.

“In addition to our continued campaign partnership with the Welcome Channel, last year’s party was so successful that right there we decided we need to do it again in 2012...It put a smile on our exhibitors and their guests’ faces, which is a perfect way to start a show” said Steve Sheer, Director of Marketing for Show Management.

The Yacht and Brokerage Show in Miami Beach will transform Collins Avenue into a multi-million dollar presentation of yachts including the world's most extraordinary and uniquely designed yachts and super yachts from the world's foremost custom boat builders. The in-water-only display presentation covers more than 1.2 million square feet of space over a mile-long strip of Indian Creek Waterway, featuring over 500 new and pre-owned vessels valued at more than a billion dollars. This Miami boat show is in the heart of beautiful Miami Beach on Indian Creek Waterway at Collins Avenue (S.R. A1A) – from 41st to 51st Streets.

-MORE-

BOAT SHOW SCHEDULE

February 16 - 20, 2012
Thurs. Feb 16, 10am - 7pm
Fri. Feb 17, 10am - 7pm
Sat. Feb 18, 10am - 7pm
Sun. Feb 19, 10am - 7pm
Mon. Feb 20, 10am - 6pm

About Show Management:

Specializing in event production, Show Management has made the The Yacht & Brokerage Show, the Palm Beach International Boat Show, and the Fort Lauderdale International Boat Show three of the World's largest in-water boat shows, and the St. Petersburg Power & Sailboat Show and Sarasota's Suncoast Boat, two of the Gulf Coast's largest in-water boat shows www.showmanagement.com

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, the Sunset Harbour Yacht Club located in the heart of South Beach is a full service marina featuring 125 wet slips accommodating vessels from 45' - 160'+ feet. The "live-aboard", member-owned slips are combined with two acres of prime waterfront property in an Equity Club Membership Program which includes a parking space and access to a fitness center with heated, Olympic-size pool. For more information, visit <http://sunsetharbouryc.com>.

###