



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, FL 33139, www.miamibeachfl.gov

OFFICE OF MARKETING & COMMUNICATIONS, Tel: 305.673.7575

Tonya Daniels, E-mail: tonyadaniels@miamibeachfl.gov

Melissa Berthier, E-mail: melissaberthier@miamibeachfl.gov

PRESS RELEASE

FOR IMMEDIATE RELEASE

November 8, 2018

Celebrate Veterans Day on Miami Beach with a Parade & Community Festival

-- Parade Kicks Off from Iconic Ocean Drive on Sunday, November 11 at 11:11 a.m.--

Miami Beach, FL – Join the City of Miami Beach for their 10th annual Veterans Day parade on Sunday, November 11, 2018 at 11:11 a.m. presented by Miami Beach Medical Group. Honoring our military men and women, the largest parade of the day in South Florida takes route on iconic Ocean Drive from Fifth to 14 streets. The red, white and blue brigade will then move into Lummus Park at noon for the closing festivities, which includes a family picnic, wreath laying ceremony and a high-flying all veterans parachute team that will top off the lively day with an exhilarating landing.

During WWII, the beaches and hotels in the City of Miami Beach served as a home base for military troops. For over 50 years, the Veterans of Foreign Wars and American Legion have organized this parade as a salute to the troops for all that they've sacrificed to defend our nation's freedom. For the past decade, the City of Miami Beach has continued this tradition.

Parade participation has grown ever since – multiplying from approximately 50 individuals to over 2,000 – including students, organizations, businesses, military groups and public officials. Continuing the patriotic tradition, there will be veteran and military groups, school marching bands, and cars and pageant queens as the whole community comes out to pay homage to our brave troops.

The program includes the Miami Beach Police and Fire Department Honor Guards' presentation of the colors; a recital of the Pledge of Allegiance, the National Anthem and a moment of silence in honor of our First World War Armistice Day tradition. There will be addresses by top-level military officials from Southern Command and the U.S. Coast Guard Auxiliary. Other activities include MBPD Honor Guard's 21-gun salute and performance by a Taps bugler.

"Miami Beach Medical Group is proud to be the official sponsor for a fourth straight year to such an important event for our community," shared Miami Beach Medical Group Chief Operating Officer Jose Sanchez. "As leading healthcare providers in Miami-Dade

County and as one of the largest independent medical groups in Miami Beach, we give our thanks to the service provided by each of our veterans and the sacrifices that not only they have made, but those made by their families as well. We are excited to continue our partnership with Miami Beach and the veteran community for many years to come."

As a designated City of Kindness, Miami Beach has partnered with Operation Gratitude to invite attendees to write letters of gratitude and encouragement for deployed service members, new recruits, and first responders; as well as veterans who have fought for our nation's freedom overseas. An organization that seeks to lift the spirits and meet the evolving needs of the U.S. Military and First Responder communities through collection drives, letter writing campaigns, craft projects, and care package assembly events, Operation Gratitude will also be donating more than 200 care packages to be handed out during the event to our honored veterans.

T-Mobile will be sponsoring the elite parachute team. Additional partners include Coca-Cola: Exclusive Beverage of the City of Miami Beach, Atlantic Broadband, Y-100, MB Suncare, RXBAR, Sysco, Clevelander South Beach, Jungle Island and McDonald's.

###

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).