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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### **Miami Beach Adds their Signature Style to Its Lifeguard Towers**

— Officially Branding the Iconic Structures —

**Miami Beach, FL** – Gracing gift shop postcards and social media profiles, Miami Beach’s lifeguard stands have become a familiar symbol of the City’s status as the fun and sun capital of the world. A natural photo opportunity, each brightly hued tower is now branded with the City’s logo.

“For years, our lifeguard stands have drawn beachgoers with their lively colors and Art Deco-inspired designs that complement our white sandy beaches,” shared Mayor Dan Gelber. “Today, we’ve elevated their appeal by adding our autograph.”

Encouraging beachgoers to further engage with the lifeguard towers, the City partnered with the Food Network & Cooking Channel South Beach Wine & Food Festival to launch a social media contest for a chance to win tickets to select Festival events. The competition urges residents and visitors to get creative in showcasing the iconic stands by uploading their original photos on social media and tagging the City and #SOBEWFF. Favorite photos will also be reposted on the City’s social media platforms.

“Now when people share photos of our lifeguard stands with their friends or followers, they’ll help us showcase Miami Beach to the rest of the world,” noted Commissioner John Elizabeth Alemán.

Visit the City’s [Instagram](#), [Facebook](#) or [Twitter](#) for entry rules.

[Please click here for a video announcing the contest.](#)

[Please click here for a sample photo.](#)

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