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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Roll Out Your Towels: The Beach is Back
— *Beaches to Reopen Tomorrow, June 10 at 7 a.m.* —

Miami Beach, FL – Miami Beach’s backyard of sand and surf is finally reopening after a long 12-week closure. Starting tomorrow, residents and visitors can once again enjoy the urban-island’s seven mile stretch of aquamarine waters. Beaches will be open daily from 7 a.m. to 8 p.m. with the following COVID-19 safety measures in place:

- Facial coverings must always be readily available and are required for use in bathrooms, at concessions or when social distancing cannot be achieved (except for members of the same household)
- Social distancing will be enforced and groups of 10 or more are prohibited
- No use of exercise equipment or playgrounds; no shared equipment, organized activities, sports or classes; no special events or group picnics
- No fishing, pets on the beach, floats, tents/canopies nor coolers
- Visit www.miamibeachfl.gov/reopening/beaches/ for additional details

“Miami Beach has some of the world’s most breathtaking beaches and we are thrilled to be welcoming back residents and visitors in the safest way possible,” said Mayor Dan Gelber. “I am grateful for the many volunteers and city staff that will be available throughout the beach to answer questions, help enforce safety measures and ensure everyone is able to enjoy our most prized destination once again.”

Over 100 social distancing ambassadors will be deployed on the beach daily for the next few weeks to ensure patrons are following the aforementioned measures. The city has also partnered with several local, environmental non-profits to take a creative approach in spreading the message of keeping the beaches clean.

Volunteers from Clean Miami Beach, Debris Free Oceans, the Surfrider Foundation, and VolunteerCleanup.org will be walking the beach with anti-litter messaging to encourage beachgoers to respect the sand and environment. There will also be bilingual signage at all major beach entrances informing beachgoers on the impacts of litter on the environment.

“Our most important asset is our stretch of beaches and we need to protect it,” added Environment & Sustainability Director Elizabeth Wheaton. “As we reopen our backyard, we encourage all our residents and visitors to be a part of the solution in keeping Miami Beach clean — and we thank our local partners for dedicating the resources to share this message.”

Additionally, the city’s website provides step-by-step instructions on how participants can carry out solitary cleanups safely, visit www.mbrisingabove.com/cleanup.

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