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Press Release

FOR IMMEDIATE RELEASE

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## Miami Beach Live! Takes Fitness Twist

— *This year's March programming will emphasize health, wellness and cultural events* —

**Miami Beach, FL** – The City of Miami Beach will welcome thousands of visitors this March with a citywide focus on personal fitness, wellness, sporting competitions and live entertainment.

“We hope to give our visitors a true taste of the South Florida lifestyle in Miami Beach this year with outdoor activities and fun for the entire family,” explained Miami Beach City Manager Alina T. Hudak. “We are planning a wide range of free and ticketed events during all four weekends in March as part of Miami Beach Live!”

Now in its second year, Miami Beach Live! has been reimagined with activations along iconic Ocean Drive, Lummus Park and the beachfront each weekend starting on Friday, March 3 through Sunday, March 26. Complimentary **Crunch fitness classes** will also be offered every weekend at 10 Street and Ocean Drive. Friday, Saturday and Sunday classes include Zumba, Zumba Mashup vs. Hard Knocks, Vinyasa Yoga, Sexy Stretch, Dance de la Soul and Great Glutes. Visit [www.MiamiBeachLive.com](http://www.MiamiBeachLive.com) for the class schedule. Walk-ups are welcome.

### **First Miami Beach Live! Weekend**

March 3-6 will feature a Friday night **movie screening of the “The Birdcage”** in Lummus Park at 7:30 p.m., a free **United First Responders MusicFest** on Saturday and **Winter Party’s “Beach Party”** on Sunday.

The United First Responders MusicFest showcases the sounds of first responders on Saturday, March 4 from 10 a.m. to 8 p.m. at 6 Street and Ocean Drive with the InBlue Police Band, Miami-Dade County Fire Rescue’s Fire Brigade, New York Police Department’s La Jara Band, Banda de la Policia de Puerto Rico, U.S. Department of Homeland Security’s Insites, Broward Sheriff’s Office’s Detention Officer’s Band, Plantation Police Department’s The Fuzz, Officer Daniel Rivera from Hudson County, New Jersey and Ray Vaughn of the Dallas Police Department. The event will include a display village that showcases vehicles and agency capabilities as well as a kids zone.

**Nike Miami** will be offering two complimentary boot camp workouts led by Jacqueline Kasen at 10 Street and Ocean Drive. Workouts will be from 2-3 p.m. and 3-4 p.m. on Saturday, March 4. RSVP via any of the Nike apps. Walk-ups are also welcome.

Celebrate the 305 on 3/05 with a spectacular course on Sunday, March 5 filled with stunning, water-lined views at the **Baptist Health 305 Half Marathon & 5K** produced by Life Time. Top it off with a beach party Finish Festival on the sand and 12 Street with local bites and refreshing libations. [Click here](#) for registration details.

Winter Party's Beach Party will also take place on the sands of South Beach at 12 Street on Sunday, March 5 from 1 p.m. to 8 p.m. with DJ Abel spinning from start to finish. Winter Party Festival is an annual, weeklong celebration of music, dance and community produced by the National LGBTQ Task Force to raise funds for the LGBTQ movement. The Beach Party is the centerpiece event. For full festival details and tickets, visit [www.winterparty.com](http://www.winterparty.com).

### **Second Miami Beach Live! Weekend**

March 9-12 will feature **Vodafone Queen and King of the Court**, an international beach volleyball tournament with some of the world's most celebrated Olympic champions and professional players. [King of the Court](#) Volleyball events have been held in Hamburg, Germany; Utrecht, Netherlands; Rio de Janeiro, Brazil and Doha, Qatar. While a few test events have been held in the United States, Miami Beach will host the debut U.S. tournament in a pop-up stadium on the beach in Lummus Park on March 9-12. Play will take place from the early afternoon through the evening hours. Grandstand tickets are free, but you can reserve a spot for \$10. Tickets for skyboxes and the VIP deck are available [here](#).

The **Miami Marlins** will present a **World Baseball Classic FanFest Concert** on Friday, March 10 from 6-10 p.m. in Lummus Park at 6 Street and Ocean Drive to kick off the 2023 World Baseball Classic, which gets underway at loanDepot Park that same weekend. The artist lineup will feature local favorites Spam Allstars, PALO! and internationally recognized salsa star Tito Nieves. The concert is free and does not require tickets.

A free **Miami Beach Live! Saturday night concert will be headlined by Nile Rodgers + CHIC with special guest DJ Pee .Wee (Anderson .Paak) All Vinyl Set**. The Miami Beach Live! concert will take place in Lummus Park at 6 Street and Ocean Drive from 7-10:30 p.m. The concert is free and does not require tickets. Miami Beach residents will have access to preferred seating with a valid ID showing proof of residency.

### **Third Miami Beach Live! Weekend**

March 17-19 brings **Art on the Drive** to South Beach — a free Carnival Miami experience presented by the **Kiwanis Club of Little Havana**. The event takes over 7 Street through 12 Street along Ocean Drive on Friday from 4 p.m. to 10 p.m., Saturday from 11 a.m. to 10 p.m. and Sunday from 11 a.m. to 8 p.m. The event features live music, children's entertainment, over 100 artists showcasing their fine art, skilled crafts, fitness activities and great food in an upscale street festival atmosphere. Music will include jazz, funk, country and rock on three stages with a myriad of artists, including Arturo Sandoval, Hot 8 Brass band, Tory Sanderson's tribute to Louis Armstrong, Shamar Allen, Bad Apple Brass Band, Suenalo, Tony Sucarr, Cachao Allstar Band, South Bound 75, Angie Ray and many others. [Click here](#) for additional details.

Come watch the world's best beach volleyball players kick off the 40th anniversary season of the **Association of Volleyball Professionals (AVP)** at the **Miami Beach Open**. Competition begins Friday, March 17 and concludes with the women's and men's finals on Sunday, March 19. Enjoy exclusive access to Olympians and AVP Champions, with all-day match play between 6 to 8 streets along the beachfront of Lummus Park. Grandstand tickets are free and skybox VIP ticket options are available at [www.AVP.com](http://www.AVP.com).

**Florida International University's Surf N Turf Invitational Volleyball Tournament** will take place March 17 and 18 from 8 a.m. to 7 p.m. at the Lummus Park beach volleyball court on 7 Street and Ocean Drive. The free event features 10 top-ranked collegiate women's beach volleyball teams, including defending national champion University of Southern California.

**Model Volleyball** presented by Celsius also returns this weekend on Saturday and Sunday, March 18-19, with top model agencies, including CGM, Elite, Ford, Select, Front, Source, Next, Wilhelmina and more competing in a coed tournament. Miami Beach police will play an

exhibition match on Saturday, March 18 at 12 p.m. The event is free and open to the public on the beachfront at 12 Street. For more information, visit [www.modelvolleyball.com](http://www.modelvolleyball.com).

Meanwhile, the world's largest inflatable obstacle course — aptly named the **Monster Obstacle Course** — will take over 11 Street at Lummus Park with mega slides and live DJs from Friday, March 17 through Sunday, March 26. Ticket prices are \$22 for adults, \$18 for kids under 18 and \$15 for Miami Beach residents plus tax. [Click here](#) for details.

### **Fourth Miami Beach Live! Weekend**

Monthlong activities wrap up on March 25-26 with the **HYROX Miami Beach Fitness Festival**. The multidisciplinary fitness festival combines HYROX fitness competitions with live DJ entertainment along the beachfront between 6-9 streets. HYROX represents an innovative and holistic approach to fitness that incorporates running and natural movements in a unique mass participation fitness competition. People from all around the globe compete in the exact same format for time, creating comparable worldwide rankings. Single-day tickets may be [purchased](#) for \$10 while two-day tickets cost \$18. To register as a competitor, visit [www.mbfitnessfest.com](http://www.mbfitnessfest.com).

The Monster Obstacle Course continues at 11 Street at Lummus Park.

Visit [www.MiamiBeachLive.com](http://www.MiamiBeachLive.com) for details on all Miami Beach Live! events.

As in past years, the City of Miami Beach will implement a comprehensive safety plan to maintain resident quality of life while ensuring the safety of visitors during peak periods. As a general reminder, the following is always prohibited on public beaches in the city:

- All alcohol consumption.
- Cigarette smoking and other tobacco products.
- Live or excessively loud music, except in the case of permitted events.

### **TRAFFIC PLAN**

The Miami Beach Police Department will implement a traffic plan for the weekends of March 17-19 and March 24-26, beginning at 6 p.m. each evening to reduce traffic around the South of Fifth (SOFI) and Flamingo Park neighborhoods. Motorists can access the SOFI neighborhood via Alton Road, Washington Avenue and Collins Avenue. The Flamingo Park neighborhood can be accessed via Alton Road. Local access restrictions will be enforced on some city streets to limit traffic and improve mobility for residents and business patrons. The Miami Beach Police Department will also implement a mobile License Plate Reader detail along the 5 Street corridor each evening on March 17-19 and March 24-26. To safely accommodate this effort, a lane reduction will begin on the east bridge of the MacArthur Causeway.

### **PARKING**

A flat parking rate of \$20 per vehicle will be in effect at all city parking garages in the entertainment district (except for access card holders) from Thursday through Sunday each weekend in March. This includes garages at 7 Street and Collins Avenue, 12 Street and Washington Avenue, 13 Street and Collins Avenue as well as the Anchor Garage on 16 Street.

Parking will be restricted between Ocean Drive and Collins Avenue from 6-8 streets beginning March 2 at 6 p.m. through March 6 at 7 a.m. and again from March 9 at 6 p.m. through March 13 at 7 a.m.

From March 16-20 and March 23-27, on-street parking will be prohibited along Collins Avenue in the South Beach entertainment district beginning at 6 p.m. each Thursday through Monday at 7 a.m. Residential Zone 5 parking permit holders are exempt from the aforementioned restrictions, unless noted with posted signage.

## **ILLEGAL BOAT CHARTERS & PARTY BOATS**

In a continued collaborative effort with the U.S. Coast Guard, the Miami Beach Police Department's Marine Patrol will be vigilant in enforcing local, state and federal laws with respect to vessel operations due to a proliferation of illegal charters.

## **CITY STAFFING**

Staffing levels for the Miami Beach Police Department, Fire Rescue, Ocean Rescue, Code Compliance, Parking and Sanitation will be significantly enhanced throughout the month of March. Goodwill Ambassadors will also be deployed on weekends to provide a warm welcome and safety information to visitors.

## **TAKE CARE OF OUR CITY**

With the help of local celebrities and influencers, Miami Beach will reboot its award-winning "Take Care of Our City" campaign. DJ Irie, Romero Britto, Michael Schwartz, Purple, Jessica Goldman, Johanna Gomez, Queen of Flipss, and others have been featured thus far in out-of-home placements as well as geotargeted digital and social media advertising aimed at educating visitors about local laws, while promoting city activities. For more information, visit [www.OurCityMB.com](http://www.OurCityMB.com).

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