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Press Release

FOR IMMEDIATE RELEASE

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City of Miami Beach Launches “Find Your Match”

—Discover the aspects of Miami Beach that resonate most with you—

Miami Beach, FL – Building on the success of its viral campaign "Miami Beach is Breaking up with Spring Break," the City of Miami Beach has unveiled its latest strategic marketing initiative today: “[Find Your Match](#).” This marketing campaign aims to attract visitors, engage residents, increase brand awareness and boost hotel bookings by showcasing the diverse and dynamic experiences Miami Beach has to offer.

“The “Find Your Match” campaign spotlights Miami Beach’s rich and varied attractions, solidifying its status as an unparalleled destination,” said Miami Beach Interim City Manager Rickelle Williams. “Our commitment to exceptional experiences ensures Miami Beach remains a top choice for travelers worldwide.”

The campaign introduces a cast of characters, each searching for their perfect Miami Beach experience based on interests ranging from arts and outdoor activities to culture and culinary delights. Viewers experience the excitement of discovering the city's hidden gems, vibrant nightlife, gourmet dining, shopping destinations and cultural hotspots through these characters' perspectives. The creative approach mimics popular mobile apps, with the viewer being “swiped” through different Miami Beach experiences. Each swipe reveals a new adventure — whether it's exploring a shopping venue, enjoying a day at the beach or dining at a top-rated restaurant.

With its warm weather, seven miles of stunning beaches, over 40 parks and facilities, world-class restaurants, serene spas and more, Miami Beach has become a beloved destination for travelers seeking memorable experiences. “Find Your Match,” invites visitors and locals to discover the aspects of Miami Beach that resonate with them the most. Learn more at www.FindYourMatchMB.com.

To view a sampling of the “Find Your Match” creative assets, including video and sample ads, [click here](#).

Follow the “Find Your Match” campaign at [@MiamiBeachNews](#) and [@VisitMiami](#).

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