

SCHEDULE OF EVENTS 2007 - 2008

WINTERFEST SPONSORS

SHORELINE DECORATING

SHORELINE DECORATING EXTRAVAGANZA December 11, 2007

NOVEMBER 2 - Winterfest White Party presented by Sara Lee in cooperation with City and Shore Magazine. Venue provided by Museum of Art Fort Lauderdale, Epicurean delights created by Art Institute Culinary Institute - inspired by Sara Lee along with tantalizing highlights by Timpano/Samba Room. Winterfest kicks off the Holiday Season with the Rockettes. Visit participating Public locations for the opportunity to win Tickets.

NOVEMBER 6 - Decorating Seminar at Sixth Star Entertainment. Learn tricks of the trade. Ideas for decorating your home, business or boat.

NOVEMBER 16 - Winterfest Coral HUMMER Golf & Tennis Classic presented by Ruden McClosky. Hosted by The Coral Ridge Country Club, Fort Lauderdale. An Awards Dinner/Cocktail Reception to follow. \$200 per person / \$800 per foursome. Tennis pre-registration is \$125pp.

DECEMBER 1 - Winterfest Family Fun Day - Noon – 4:00 pm. Hosted by Las Olas Riverfront. Live entertainment and children's activities. Free Bicycle Helmets from the Broward Epilepsy Foundation (while supplies last), bounce house, arts & crafts, S.F. Firefighters Calender Men.

DECEMBER 2 - "The Fine ART of Jazz" presented by Winterfest and Seminole Paradise - Noon to 5 pm. This annual event at Seminole Paradise, Seminole Hard Rock Hotel & Casino in Hollywood featuring 40 artists such as poster artist Pat Anderson and members of ArtServ. Highlighted with jazz entertainment.

DECEMBER 8 - Lanson Champagne Winterfest Black Tie Ball presented by Clos du Bois in association with Patron 6 p.m. - midnight. Hosted by the Seminole Hard Rock Hotel & Casino. The Ball is the most elegant of our festivities and by far the highlight of Fort Lauderdale's social season. Enjoy the Movie-themed JM Lexus Welcome Reception as you bid on over 250 items in the Wachovia Silent Auction. Live auction items include a 2008 IS250 JM Lexus, Luxapatio BBQ and jewelry from Carroll's Jewelers. Bid on vacations, dinners, sports memorabilia, fine art, collectibles and much more. Enjoy wines, champagne and spirits, all from Southern Wine and Spirits. Tickets are \$200-\$350 pp or \$2000-\$3500 per table of 10.

DECEMBER 10 - Skipper's Meeting presented by Plantation Boat Mart and Deep Impact. Hosted by Seminole Hard Rock Hotel & Casino. This is a mandatory meeting for all Boat Parade participants to receive line-up information, rules and regulations for the parade. Goodie bags provided by Star Brite. CAPTAINS ONLY.

DECEMBER 11 - Shoreline Decorating Extravaganza presented by Riverwalk Trust. View all the decorations along the Parade Route from the New River in Fort Lauderdale to the Intracoastal waterway ending at Lake Santa Barbara in Pompano Beach. Limited tickets available for sale aboard the luxury yacht Kathleen Windridge.

DECEMBER 13 - Grand Marshal Reception with Lorraine Bracco Hosted by Seminole Hard Rock Hotel & Casino. Another of the elegant affairs that make up the Winterfest Celebration, including dignitaries and celebrities that join us to celebrate the Winterfest Celebration in style. BY INVITATION ONLY.

DECEMBER 15 - Seminole Hard Rock Winterfest Boat Parade. The 36th Annual Boat Parade begins in Downtown Fort Lauderdale. Starting on the New River at the Broward Center for the Performing Arts and travels east to the Intracoastal Waterway as it continues North on the Intracoastal to Lake Santa Barbara in Pompano Beach. This parade's theme "Magical Movie Moments" will highlight 100 boats to be viewed by over one million spectators. Parade highlights: the Glacéau vitaminwater / Edify Grand Marshal Showboat (Grande Floridian). Celebrities, musical groups, beauty queens, showboats and many other exciting entries!

DECEMBER 15 - Winterfest VIP Viewing Area presented by BNY Mellon, Hosted by The Riverside Hotel. The most prestigious location to watch the Parade! Almost 400 community leaders, dignitaries and Winterfest Sponsors will enjoy the ambiance of the Riverside Hotel located moments from the beginning of the parade route. The area is also host to the television and our boat parade judges.

DECEMBER 15 - Grandstand Viewing Area presented by Tostitos. For the best seats on land to view the Parade, reserve your Grandstand tickets today! All seats are reserved and assigned, located inside Birch State Park. Seats are \$20.00 per adult / \$15.00 per child 10 and under (plus tax). Group rates are available. Enjoy the Family Fun Zone's assortment of interactive games, FREE for the whole family. Experience the Florida Panthers' Slap Shot Game, spin for prizes on the 99.9 KISS prize wheel and much more! The Seminole Tribe of Florida hosts "The Outpost"; featuring Indian arts & crafts and authentic Indian dancing. Stop by the Culinary Courtyard presented by Land Shark to quench your thirst, enjoy Coca-Cola products and Buckys Barbecue - all for sale. FREE Panthers game voucher with each ticket purchased.

JANUARY 22 - Winterfest Winner's Circle Hosted by the Greater Fort Lauderdale Broward County Convention Center. This exclusive party is to congratulate all the winners of the Seminole Hard Rock Winterfest Boat Parade and the Shoreline Decorating Extravaganza presented by Riverwalk Trust.

FEBRUARY TBA - Winterfest Volunteer Party aboard the Tikki Beach

WINTERFEST CELEBRATIONS / SANCTIONED EVENTS

FT LAUDERDALE HIGH HEEL HIKE - October 6. www.highheelhike.com or call (813) 671-9596
BEAUX ARTS FESTIVAL OF TREES benefiting the Museum of Art Fort Lauderdale - **November 17-25.** Visit www.BeauxArtsFLL.com or call (954) 525-5500, x-341.

BROWARD COUNTY FAIR - November 15-25. Visit the Fair's web site at www.BrowardCountyFair.com or call (954) 970-3247. Be sure to stop by the Winterfest Booth.

CHRISTMAS ON LAS OLAS - November 27. Please visit www.LasOlasBoulevard.com.

WINTER WINE & FOOD FESTIVAL - December 2. WinterInWeston.com or call (954) 384-WINE.

"CHRISTMAS BY THE SEA" - December 4. (954) 776-1000 or visit www.LBTS.com.

TOYS IN THE SUN RUN - December 9. Visit www.ToysInTheSunRun.com for more information.

CITY OF CORAL SPRINGS HOLIDAY PARADE - December 12. For more information, visit www.CoralSprings.org/HolidayParade or call (954) 345-2112.

DUCK FEST ON THE NEW RIVER TO BENEFIT KIDS IN DISTRESS - February 2, 2008. Visit www.KidsInDistress.org or call (954) 390-7620.

All dates, times, locations and events subject to change without prior notification.

TITLE SPONSOR

Seminole Hard Rock Hotel & Casino

OFFICIAL SPONSORS

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FOUNDING SPONSORS

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EVENT SPONSORS

Culinary Arts at The Art Institute of Fort Lauderdale
BNY Mellon Wealth Management
Clos du Bois
Coral HUMMER
Coral Ridge Country Club
The Florida Panthers
Greater Fort Lauderdale Broward County Convention & Visitors Bureau
Downtown Development Authority
Downtown Saloon
Hugh Taylor Birch State Park
JM Lexus
La Playa
Land Shark
Lanson Champagne
The Las Olas Company
Museum of Art Fort Lauderdale
Muvico Theaters
Nova Southeastern University
Patron Tequila
Riverwalk Trust
Ruden McClosky.
Sara Lee
Seminole Paradise
Sixth Star Entertainment
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Tikki Beach
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BOAT PARADE SPONSORS

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Lamar Transit
Luxapatio
Pat Anderson – My Own Cruising Journal Inc.
Premier Estate Properties Inc.
Photography by Don Seidman
Southern Wine and Spirits of South Florida
Sharp Marketing
Show Management
Stephen's Distributing
VanDee Services
Wannado City

PARADE TASK FORCE

Broward Amateur Radio Club
Broward County Board of County Commissioners
BSO Marine Unit
City of Fort Lauderdale Downtown Dockmaster
Florida Fish and Wildlife Conservation Commission
Fort Lauderdale Marine Unit
Lauderdale Small Boat Club
Raft-up.com
United States Coast Guard



Pat Anderson – My Own Cruising Journal, Inc. – 2007 Official Poster Artist

Presented by



With Winterfest's exciting announcement of the new parade start on the New River, several organizations have come together to create a Downtown, holiday decorated destination for viewers on Dec. 15, and for visitors and locals, alike, throughout the holiday season. Come view holiday lights and displays along the Riverwalk, a festive Las Olas Boulevard, decorated condominiums reflected in the river, office buildings aglow and ground floor merchants trimmed with holiday décor.

Las Olas Association and Riverwalk Trust Team up with Brandano Displays to Light up Lauderdale

The vision is to light the palm trees along the Riverwalk Park and Las Olas Boulevard and to pepper the downtown with elaborate, lit displays reflective of the holidays in the tropics. The decorating allows for connectivity throughout the Downtown, both north and south of the river, east and west from the Broward Center to Las Olas Boulevard and along the new waterway route with the parade's intracoastal backdrop.

Decorate, Fort Lauderdale! – Lets light up the entire parade route!

Although not required, participants are encouraged to decorate according to Seminole Hard Rock Winterfest Boat Parade's theme, "Magical Movie Moments." Winterfest encourages the following to participate in holiday decorating with winners invited to an "Invitation Only" Awards Party in January:

- Homes along the parade route (Broward Center east along the New River, then north on the Intracoastal to Lake Santa Barbara in Pompano Beach)
- Condominium and apartment buildings along the parade route and throughout the downtown. Decorations are encouraged in the public realm and on private balconies (per condominium/apartment allowance)
- Office towers and businesses along the parade route

Shoreline Judging on Tuesday, Dec. 11 with WSVN – Channel 7 capturing the best in decorated beauty of the parade route by water.



Shoreline co-chairs Rosalie Wheatley and Renée Quinn

People's Choice Award

You've made the effort to decorate your building, condo or place of business, and you've got the scratch marks, staple impressions and bruises to show for it. Let our committee reward you for your hard work, holiday spirit and creativity. Along with the Winterfest Winners Circle in January, you can submit a photo of your decorated home to be chosen for the People's Choice Award presented by Superpages.com. Photographs must be submitted for upload on the voting website by November 27, 2007. One random internet/text message voter (voting for either a decorated boat or shoreline entry) will win Two Southwest Airlines tickets.

The shoreline entry that wins the People's Choice Award will receive tickets to the Winterfest Winners Circle in January and a plaque showcasing their decorations. Please visit the Winterfest website for more information and rules.

Save the Date for an Unforgettable Dinner Cruise on Tuesday, Dec. 11

Catch the holiday spirit on board Windridge Yacht's Kathleen W, as she transports her very important guests along the New River and the Intracoastal Waterway boat parade route past festive and decorative displays created by businesses and residences along the shoreline. Shoreline Committee Coordinators Renée Quinn, Rosalie Wheatley and Lee Sheffield have created the perfect opportunity to enjoy a relaxing and fun evening on the water with friends and family, viewing homes and businesses on the 12-mile parade route. Tickets for this evening are ONLY \$125 per person. Call the Winterfest office for details (954) 767-1686.

SEE IT BROADCAST LIVE

Comcast, one of the parade's founding sponsors brings you LIVE edited coverage of the parade. No matter where you are, you can catch all of the excitement and enjoy a front row seat simply by turning your television to your Comcast Local Community Programming Channel 12. Thanks to their cable network partnership, residents throughout the state of Florida can get a glimpse of the 'World's Most Watched Boat Parade' as it is rebroadcast throughout the holiday season on Fox Sportsnet.



SPECIAL PRESENTATIONS

The Winterfest Television Special will be aired locally on WSVN 7 primetime, Saturday, December 22 at 8:00 p.m. • Monday, December 25 at 12 noon • Saturday, December 29 at 4:00 p.m. • Sister Stations WHDH Boston will air the parade Saturday December 29, 3:00-4:00 pm, and WLVI on Saturday December 29, 1:00-2:00 pm.



VIEW THE PARADE ON OUR WEBSITE

WebStream Internet Solutions will upload the parade for viewing, beginning in January, 2008 after the television airings.



LISTEN ON THE RADIO

Tune in for exciting updates on all Winterfest events or text "Winterfest" to 56121 for details, compliments of KISS Country.



PARADE VIEWING LOCATIONS

Remember the **ONLY GUARANTEED RESERVED SEATS TO VIEW THE PARADE ARE AT THE GRANDSTAND VIEWING AREA**

Huizenga Plaza

Bring the family for an evening of fun at Huizenga Plaza. The area will come alive at 4:00pm with live entertainment in the bandshell. There will be a complimentary bounce house, slide, face painting and much more for the family to enjoy. Bucky's BBQ will be serving up barbeque and other food vendors will be on site (all for sale!).

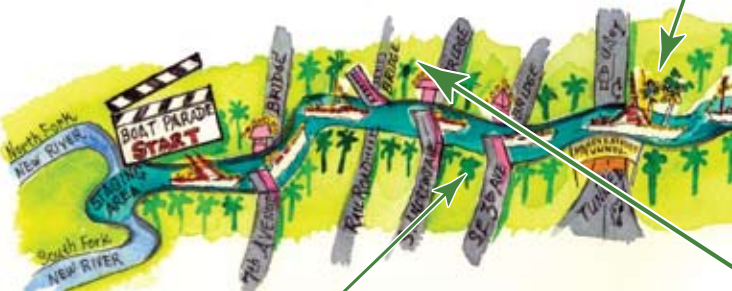
The parade will pass by this area at approximately 6:30pm. When you see the fireworks you know it's close! It will last approximately 1 1/2 hours. After the parade, stay comfy as there will be a holiday movie party at the Maroone Movie Series provided by Cinema Paradiso. **Bring a chair or blanket**



Riverside Hotel

620 East Las Olas Blvd. Fort Lauderdale
The most prestigious location to watch the Seminole Hard Rock

Winterfest Boat Parade is at the host hotel. The Riverside Hotel will host the parade's VIP Area, Judging Area and the parade's television show. Along with community leaders, dignitaries and Winterfest Sponsors - the hotel will also host private parties for guests. For more information on booking a room or party at the Riverside Hotel call 954.467.0671 or visit www.RiversideHotel.com.



Downtown Saloon

408 S. Andrews Ave. Fort Lauderdale, FL 33301 (954) 463-9800

Enjoy a weekend full of fun and excitement
Friday, December 14th, Albert Castiglia will be rocking the Downtown crowd all night long
Saturday, December 15th - The Seminole Hard Rock Winterfest Boat Parade will be passing the Downtown Saloon for the FIRST TIME IN HISTORY. There will be plenty to eat, drink and live entertainment to keep you swaying to the motion of the parade! (Tables for parade viewing are now available. A limited number of dockside seating is ready for your reservation.) But the fun doesn't stop there... **Sunday, December 16th** - A classic car show on the Riverwalk with more live music to cruise by!



Las Olas Riverfront

Enjoy the Winterfest Boat parade from the docks of Las Olas Riverfront or reserve a table at one of the participating restaurants and clubs.

See www.RiverfrontFL.com for a complete list of participating tenants.

BRIDGE CLOSINGS FOR ROAD TRAFFIC

7th Avenue Bridge	6:20 pm	8:00 pm
Feci Railroad Bridge	6:00 pm	8:00 pm
Andrews Avenue	6:30 pm	8:00 pm
3rd Avenue Bridge	6:30 pm	8:00 pm
Television Filming / VIP Area Riverside Hotel	6:30 pm	8:00 pm
Las Olas Boulevard	7:00 pm	9:00 pm
Sunrise Boulevard	7:20 pm	9:30 pm
Oakland Park Boulevard	7:40 pm	10:00 pm
Commercial Boulevard	8:00 pm	11:00 pm

PARKING

Parking for Downtown Viewing is available throughout the area in corporate buildings, governmental garages and private lots. Visit the City of Fort Lauderdale's website for a map of city parking locations <http://info.ci.ftlaud.fl.us/parking/DowntownMap.pdf>



Grandstand Viewing Area presented by Tostitos

Gates Open at 3:00 pm
Hugh Taylor Birch State Park, Ft Lauderdale

For the best seats on land to view the Parade, reserve your Tostitos Grandstand tickets today! All seats are reserved and assigned located inside Birch State Park. Seats are \$20.00 per adult /\$15.00 per child 10 and under (plus tax). Group rates are available. Enjoy the Family Fun Zone's assortment of interactive games for the whole family. Experience the Florida Panthers' Slap Shot Game, spin for prizes on the 99.9 KISS prize wheel and much more! The Seminole Tribe of Florida hosts "The Outpost"; featuring Indian arts & crafts and authentic Indian dancing.

Stop by the Culinary Courtyard presented by Land Shark to quench your thirst and enjoy a variety of foods - all for sale. Enjoy an ice cold Land Shark, Michelob Ultra, drinks, foods and of course all your favorite Coca-Cola products will be on ice! After getting your beverage, check out the delicious food from a variety of restaurants and vendors while enjoying the live entertainment featuring the Fabulons. Fun and excitement for children at Sun-Sentinel Kids Town! 99.9 Kiss Country provides the commentary for the Parade. You may enter (walk into) Birch State Park for a general admission of just \$2.

You are invited to experience all the pre-parade activities but the Grandstands are gated so you will not be permitted inside without a ticket. All Grandstand ticket purchases will also receive Florida Panther vouchers for a game in January.



Winterfest Decorating Seminar

Hosted by Sixth Star Entertainment
21 NW 5th Street, Fort Lauderdale

November 6 - starting at 6:00 pm
This decorating seminar will give how-to tips on decorating for parade entries and shoreline residents alike. From do-it-yourself ideas to finding the perfect enhancement - this is the place to be to transform your home, condominium, business or boat into a "Silver Screen" star.

Missed the seminar? - go to the Winterfest website for the decorating video.



WINTERFEST, INC.
512 N.E. Third Avenue, Fort Lauderdale, FL 33301 • 954-767-0686
www.winterfestparade.com

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