

FOR IMMEDIATE RELEASE – Update: 12 August 2009

Media contact: Patrice Veuthey 954-993-0663; patrice@coffeeclubteam.com



SUNSET BLUE BLOCK PARTY – THERE’S A NEW PARTY IN TOWN!

The perfect way to wrap up your weekend happens every Sunday night from 6-10 PM as NE 33rd Street on Ft. Lauderdale Beach (two blocks north of Oakland Park Boulevard) becomes party central. Restaurants and clubs on the block together as Destination33rd.com created a street party concept with live entertainment, vendors, food and a festive atmosphere to carry through the summer on Ft. Lauderdale’s long-time favorite block.

The Dive Bar, 33rd Street Wine Bar, Fishtales On 33rd, and Blue Jean Blues anchor the party, each providing its special flavor of food, drink and music while joining together with *Russian Standard Vodka* and *Black Art Beer* to sponsor local bands like Joey Gilmore, Troy Anderson and the Wonderful World Band, The Big City Blues Band, Iko Iko and The Magic City Band. Special appearances include Charlie, #1 Top Seller on Masterbeat.com #9 on Billboard and other unannounced guest stars.

The event is family friendly — parking is plentiful on neighboring streets. Merchants on NE 33rd Street feature specials every Sunday and vendors offer a wide array of arts, products and services. Merchant information and vendor forms are available on-line in the Sunset Blue section of Destination33rd.com under the “Docs” tab.

“... We were so excited that the City of Ft. Lauderdale gave us this opportunity to create our own neighborhood festival!” said Cathy Vassalo, *“We have a unique little neighborhood here with a very loyal and diverse following—it’s nice to open the doors while we closed the street for easy access to this weekly event—we hope it will continue beyond our initial 10-week plan!”*

The entertainment schedule, sponsors and vendor list, event map and documents for each date are in the Sunset Blue section of Destination33rd.com.

Media contact: Patrice Veuthey 954-993-0663; patrice@coffeeclubteam.com

###