

March 30, 2009

MONDAY, MARCH 30, 2009

"Miami: Where Worlds Meet" Campaign Arrives in Canada to Promote Destination for Business, Vacation and Meetings

"Miami: Where Worlds Meet" arrived in Toronto last week to promote the destination for business, vacation and meetings. Over 70 members of the media and trade convened during a private event in the heart of downtown Toronto and enjoyed a night of Miami "new Latin" cuisine and cocktails. The Miami Downtown Development Authority sponsored a green screen where guests had their picture taken with the Miami downtown skyline as a backdrop. A special "Road to the Championship" trip giveaway was awarded by The Homestead Miami Speedway. The aggressive "Miami: Where Worlds Meet" initiative - which spans North and South America, as well as Europe - is a collaboration of the Greater Miami Convention & Visitors Bureau (GMCVB), The Beacon Council and American Airlines. Unprecedented in its scope, the campaign is also being supported by Miami-Dade County, the Port of Miami and Miami International Airport.