

# MIAMI TODAY

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## THE INSIDER

**GLOBAL PROMOTION:** The Miami Downtown Development Authority's board of directors is to vote Friday on allocating \$150,000 to join as a partner in an advertising campaign spearheaded by the Beacon Council, the Greater Miami Convention & Visitors Bureau and American Airlines. The authority's marketing and communications program committee has recommended participation in the \$2 million global marketing campaign "Where Worlds Meet." The campaign promotes Miami-Dade County as world-class destination for business, vacation and meetings at a national and international level with advertisements in countries such as Brazil, Argentina, Spain and France.