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**May 19, 2009**

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TUESDAY, MAY 19, 2009

**"Miami: Where Worlds Meet" Campaign Promotes Miami as the Ideal Destination for Business, Vacation and Meetings**

The aggressive "Miami: Where Worlds Meet" initiative will again kick off in New York, Canada and Brazil at the end of May with a robust media plan that includes Print, TV and Online ads. The program is a collaboration of the Greater Miami Convention & Visitors Bureau (GMCVB), The Beacon Council, American Airlines and Miami-Dade County. The campaign is again being supported by the Port of Miami and Miami International Airport. New partners joining the second phase of this initiative include the Downtown Development Authority and Baptist Health Systems. The advertising will target consumers considering Miami for vacation, medical treatment or as a place to live and work.