

Goodbye Chilly,
Hello Sunny

Event Tour schedule

January 16: NYC

January 22: London



Hello Sunny in Rockefeller Center



Free Skating in Rockefeller Center








Promotional Handouts

greater FORT LAUDERDALE
sunny.org

Goodbye Chilly. Hello Sunny.

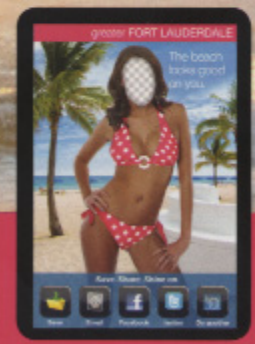




Defrost your swimsuit and enter to win a 4-day Fort Lauderdale beach getaway at sunny.org/defrost

greater FORT LAUDERDALE
sunny.org

Let warm sea breezes melt away those winter blues.

See how good Greater Fort Lauderdale looks on you. Get the free Defrost app. Have an iPhone? Search "defrost" at the App Store and thaw out now.



   VisitLauderdale



PR ELEMENTS

- WHAT:** Multimedia Buzz
- WHEN:** 1/16
- MARKET:** New York City
- LOCATION:** The Rink at Rockefeller Center
- ACTION:** 6 Hours Free Skating
Media/Meeting Planner/
Travel Agent Lunch
Street Teams
Bikinis in ice blocks
Promotion Cards
Sun Glasses
Sun Suits
Beach Mobile



MEDIA HIGHLIGHTS

Total Impressions: 178,886,755

Total Media Value: \$626,533

Broadcast Coverage

- NBC's *"Today"*
- FOX's *"Good Day New York"*
- NBC's LXTV *"New York Live"*
- WPIX/Ch 11's *"PIX Morning New"*



Hello Sunny Today Show Appearance



Hello Sunny Today Show Appearance



Hello Sunny Today Show Appearance



Hello Sunny Today Show Appearance



New York Live segment with Ben Aaron



Ben Aaron dreams of Fort Lauderdale's warmth during "Goodbye Chilly, Hello Sunny" event at Rockefeller Center.

Beach on Wheels on Fox 5 New York



Weather segment from inside the Fort Lauderdale Beach on Wheels

Travel Agent/Meeting Planner/Media Luncheon



Luncheon Reception

- Value-add from New York Magazine ad buy at The Sea Grill
- Media attendees: Travel & Leisure, AAA, BizBash, Fodors, Cosmopolitan for Latinas, The Knot, American Express Travel, Passport, Travel Zoo, Travel Weekly, Successful Meetings, NY Daily News. Latin Trends, Family Circle
- Beach Mobile with bikini models riding around Rockefeller Center





Jenna Wolfe

NBC-TV

**Today Show
weekend talent**

Travel Agent/Meeting Planner/Media Luncheon







ADVERTISING CAMPAIGN

greater FORT LAUDERDALE
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Goodbye Chilly. Hello Sunny.
Enter to win a beach getaway now at sunny.org/defrost

Defrost your swimsuit in Greater Fort Lauderdale and melt away those winter blues. The beach looks so good on you.

Get the free iPhone "Defrost" app and thaw out now.

VisitLauderdale

New York Times Magazine
(back cover), Jan 6
New York Times Visit Florida Section,
Jan 13

RADIO:

z100

60x :30 spots

Trey Morgan at the event tweeting
1-2 hours prior to support event.
Street teams with handouts.

DIGITAL:

NY Times VF Great Gateways email -
1/11

NYTimes.com "The Scoop" - Jan

ADVERTISING CAMPAIGN

TELEVISION:

Flight 1/7 - 1/27/2013 - 3 weeks

Program Highlights: Parenthood, Biggest Loser, Leno, Saturday Night Live, Katie, NCIS, Blue Bloods, Today Show, GMA. Dr. Oz, Last Resort, NY Live segment with Nicki

WABC - ABC (Includes Taxi TV and a Sweepstakes)

WNBC - NBC (Includes NY Live segment with Nicki & Ben Aaron)

WNYW - Fox (Includes Live interview)



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A special advertising section in *New York* magazine's January 28, 2013 issue.



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ameliaisland.com



THE FLORIDA KEYS & KEY WEST

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fla-keys.com



GREATER FORT LAUDERDALE

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sunny.org

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Goodbye Chilly. Hello Sunny.

Defrost your swimsuit and melt away those winter blues in Greater Fort Lauderdale.
Enter to win a beach getaway at sunny.org/win

Get the free "Defrost" iPhone app and thaw out now.



Bonaventure Resort & Spa

Reserve one room and get the second for 50% off the best available rate. On-site Spa, Golf & Pools. Adjacent tennis, nearby Everglades tours and Sawgrass Mills Mall.

250 Racquet Club Rd. • Weston, FL 33326 • 954-389-3300
BonaventureResortandSpa.com/Florida-Insider



Crowne Plaza Hollywood Beach

A tropical sanctuary offering contemporary comfort, upscale, warm and stylish in appeal. Featuring 311 oversized rooms, all with full balconies, just steps from the beach.

4000 South Ocean Drive • Hollywood, FL 33019 • 954-454-4334
CPHollywoodbeach.com



Hilton Fort Lauderdale Marina

Minutes away from the airport and Port Everglades, this resort-style destination hotel is set against the sparkling blue Intracoastal Waterway with an onsite water taxi. Guest room balconies offer unprecedented views of Fort Lauderdale and the water.

1881 SE 17th street • Fort Lauderdale, FL 33326 • 954-463-4000
FortLauderdaleMarinahotel.com



Lago Mar Resort and Club

European sophistication. Tropical dress code. Nestled amid ten lush acres on the Atlantic Ocean. Rated one of the best resorts in Fort Lauderdale by Zagat.

1700 South Ocean Lane • Fort Lauderdale, FL 33316 • 800-LagoMar
Lagomar.com



VisitLauderdale

playbill ad

Greater Fort Lauderdale

Have you met Greater Fort Lauderdale? Hit the beach, dine alfresco and go dancing, get in touch with nature or shop, shop, shop. Whatever floats your boat, it's here. So say



hello to sunny, and discover a place where happy, meets go lucky.

Bring your flip-flops and leave your worries because here you'll find a relaxing beach vibe -- from the seagrass to the sawgrass. Enjoy 23 miles of Blue Wave beaches. Dive through



VISITFLORIDA.COM

colorful coral reefs. Cruise along 300 plus miles of yacht-filled, winding inland waterways through palatial estates in the "Venice of America." Ramp up your vacation with paddle boarding, walk-in diving, jet skiing, parasailing, sport fishing and more.

Beyond the beach, Greater Fort Lauderdale boasts designer outlet shopping at Sawgrass Mills, boutiques along Las Olas Boulevard and major malls like the Galleria. Find your Zen at rejuvenating spas, or take yoga classes on the beach. Tee off on lush golf courses. More than 50 courses offer you the full country club experience as well as public links for any skill level. Explore the exotic Everglades. Indulge in year-round waterfront and alfresco dining. Plunge into a culture as deep as the ocean. The Riverwalk Arts & Entertainment

District in downtown features a thriving arts and culture scene, with a hip nightlife. For the young at heart, the Museum of Discovery and Science has a new interactive EcoDiscovery Center complete with a simulated Everglades airboat ride, an otter habitat, and more. Take in tasty jazz and art festivals, Broadway Shows, opera and the ballet.

Explore the diverse hotel options in Greater Fort Lauderdale... whether you're looking for a luxury hotel from the Lauderdale Luxe Collection, charming accommodations offered by Superior Small Lodgings or anything in between.

It's time to leave the to-do list in the dust and head to Greater Fort Lauderdale. When you do, you just may find yourself at the mercy of your own whim. Lucky you ■

greater FORT LAUDERDALE
sunny.org

Goodbye Chilly. Hello Sunny.

Enter to win a beach getaway now at sunny.org/win



Defrost your swimsuit and melt away those winter blues in Greater Fort Lauderdale. The beach looks good on you.

Get the free iPhone "Defrost" app and thaw out now.



 VisitLauderdale

Toys R Us Mega Wall Wrap: January - March 2013





greater FORT LAUDERDALE
sunny.org

Goodbye Chilly.

HELLO
SUNNY

Toys R Us

YIELD TO PEDESTRIANS

ONLY ONLY

Beachmobile



NY Stock Exchange on Wall Street





**NY Stock
Exchange**

**Windows at
40 Wall Street**



73,000 fans

23.5 million reach
(friends of fans)

facebook

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Visit Lauderdale
January 16

Brrr, it's chilly in NYC. Our Hello Sunny team is setting up for today's "Goodbye Chilly, Hello Sunny" free skating event at Rockefeller Center. If you're in the area, stop by for free sunglasses and a chance to win a beach getaway: <http://sunny.org/defrost>.



Unlike · Comment · Share 6

- Visit Lauderdale and 172 others like this.
- Elliot Ross Well put**
January 16 at 6:38am via mobile · Like
 - Michelle Beaton Knockwood** That's cool! In more ways than one!
January 16 at 6:48am via mobile · Like
 - Harvy Peña Ruiz** Best weather ever! I love Fort Lauderdale.



Like · Comment · Share 165

548 people like this.

Visit Lauderdale
January 15

Did you see the beach at the NY Stock Exchange? Check out the windows at 40 Wall Street.



- Now
Decem
2012
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1920s
1919
Founde
See You



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Liked



greater
FORT LAUDERDALE
**HELLO
SUNNY**

Enter to win a sunny beach holiday for two adults that includes:

- International return flights with British Airways (Heathrow to MIA)
- Seven-night stay at The W Fort Lauderdale
- Two Greater Fort Lauderdale VIP cards, good for complimentary admission to various attractions in the area.

*First Name

*Last Name

*Address

*City

*Postcode

United Kingdom

*Email Address

*Primary Phone

[View Hello Sunny rules.](#)

Goodbye Chilly,
Hello Sunny
Contest
through Facebook

JetBlue
3 nights at W

Facebook Event



Goodbye Chilly, Hello Sunny in NYC: Defrost Your Swimsuit in Greater Fort Lauderdale

Public · By Visit Lauderdale

Wednesday, January 16, 2013

8:00am until 2:00pm

Going (65)



Maybe (28)



Invited (62)



Export · Report

Winter weary New Yorkers are invited to a free Skating party at The Rink at Rockefeller Center as Greater Fort Lauderdale rolls out the blue carpet and transforms this famed ice rink into a tropical paradise with palm trees, beach umbrellas, bikini skaters and ice blocks with frozen bikinis.

Free Skating and Sunshine at the Rink at Rockefeller Center:
8am-2pm (skates included)
(5th Avenue between 49th and 50th Streets).

...See More



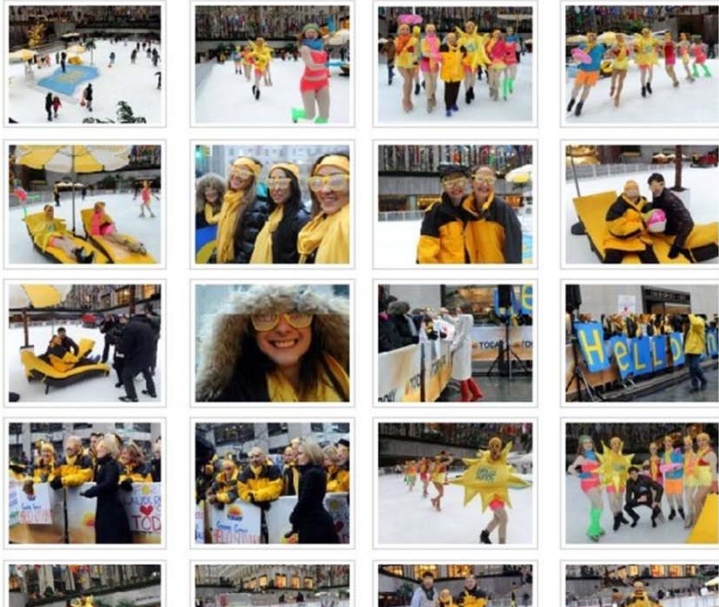
Facebook Posts



Facebook Photos

Goodbye Chilly, Hello Sunny in RockefellerCenter

By VisitLauderdale (Album) · Updated on Thursday



See the action in Rockefeller Center as New Yorkers defrosted their swimsuits. defrost yours? Go to <http://sunny.org/apps>.

Unlike · Share

👍 You and 260 others like this.

🗨️ 35 shares

Visit Lauderdale Want to defrost yours? Go to <http://sunny.org/apps>
January 24, 2012 at 12:09pm · Like

Howard Spector that's a great idea!
January 24, 2012 at 12:12pm · Unlike · 🗨️ 2

Mary Tudor 😊
January 11 at 4:04pm · Like · 🗨️ 1

Shelby Decker Fabulous!
January 11 at 4:05pm · Like

Brian Gossan 80s here and sun in MIAMI... 😊
January 11 at 5:30pm · Like · 🗨️ 1

Adriana Rubio Extraordinario!!
January 11 at 5:45pm · Like

Anaia Gonzalez Genius IDEA! 😊
January 15 at 8:38am · Like

Gloria Muller Totally Awesome!! Loved it.
January 17 at 3:14pm · Like

Michael Mackenzie Too bad you guys don't come to Boston
January 17 at 3:45pm via mobile · Like



Visit Lauderdale
Liked · January 16

Photo by Diane Bondareff/Invision for Greater Fort Lauderdale/AP Images

Like · Comment · Share

👍 2 people like this.

Dan Lindblade Oh My! Love it.
January 17 at 5:09pm · Like



Visit Lauderdale
Liked · January 16

Nicki E. Grossman, center, President of the Greater Fort Lauderdale Convention & Visitors Bureau, gets a helping hand from ice skaters at The Rink at Rockefeller Center in New York, Weds, Jan. 16, 2013, for the launch of CVB's Hello Sunny campaign. (Photo by Diane Bondareff/Invision for Greater Fort Lauderdale/AP Images)

Like · Comment · Share

👍 15 people like this.

🗨️ 1 share

Sophia Tendrich Englander I love that little kid in the middle!!!
January 19 at 10:30pm · Like

Jenny Bijou Rappaport Is that the cutest?!
January 20 at 8:45am via mobile · Like

Twitter

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Fort Lauderdale [@visitlauderdale](#)

Official source for Greater Fort Lauderdale Beach Chic travel from GFL Convention & Visitors Bureau. Win a Vacation Like A VIP getaway: <http://sunny.org/win>

Fort Lauderdale, Florida · <http://www.sunny.org>

19,378 TWEETS

3,517 FOLLOWING

20,773 FOLLOWERS

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Tweets

Fort Lauderdale [@visitlauderdale](#) 16 Jan
Open skate until 2PM. Florida sunshine on us! [#HelloSunny](#) [instagram.am/p/UjeM1fhXhf/](http://instagram.com/p/UjeM1fhXhf/)
Expand

Fort Lauderdale [@visitlauderdale](#) 16 Jan
RT [@bizbash_news](#): Models help launch [#HelloSunny](#) at [@visitlauderdale](#) CVB event in New York instagram.com/p/UJYwyglhZz/ [#dmcprofs](#)
[View conversation](#)

Fort Lauderdale [@visitlauderdale](#) 16 Jan
[@IrishMartzell](#): glad you liked and thanks for the RT!
Expand

Fort Lauderdale [@visitlauderdale](#) 16 Jan
[#HelloSunny](#) and RT hugs [@earthXplorerTV](#) [@Lauderdale411](#) [@jacquigiff](#) [@mi_chellea](#)
Expand

Fort Lauderdale [@visitlauderdale](#) 16 Jan
Goodbye Chilly, [#HelloSunny](#)! Beach on Wheels rolls thru [#NYC](#). [@MyFoxNY](#) interviews [@visitlauderdale](#) Check out the video! bit.ly/Xek3GI
[View media](#)

Fort Lauderdale [@visitlauderdale](#) 16 Jan
[@NewYorkHabitat](#): thanks for the [#NYC #HelloSunny](#) shout out!
Expand

Fort Lauderdale [@visitlauderdale](#) 16 Jan
[#Sunny](#) RT hugs [@_Pied_A_Terre](#) [@stevebeste](#)

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[#SecondarySchoolMemories](#)

[#ArianaRilakkumaContest](#)

[#FollowBackGiovanna](#)

[#ChamichNaDisneyComVoce](#)

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Twitter

20,787

followers

TWEETS

@JennaWolfe @visitlauderdale visited Rock Center today, setting up shop on ice. #HelloSunny
[instagr.am/p/UjkjMKIznf/](https://www.instagram.com/p/UjkjMKIznf/)

@TravelHostFTL #HelloSunny, Goodbye Chilly #NYC! Watch @visitlauderdale + #GFLCVB team spread the warmth on the @todayshow! goo.gl/lw79Z

@scoopstweet .@visitlauderdale #HelloSunny @rockcenternyc #hot #bikinibod lol ;) twitpic.com/bvsc15

@ajfinazzo Volleyball on the ice at Rockefeller Center @visitlauderdale.

@shaysceneSTS RT @visitlauderdale Skate for free 1/16 until 2pm! #HelloSunny! @visitlauderdale in NYC @rockcenternyc sunny.org/defrost

@MantaRayInn RT @visitlauderdale: Join us at Rockefeller Center, WED 1/16: free skating, free sunglasses, bikinis in ice! RSVP on fb.me/13v1Zgq

@Newyorklivetv Looking for something fun to do in NYC tomorrow? Stop by the #RockCenter Ice Rink from 9am-2pm for free skating, thanks to @visitlauderdale

@VFFamilyInsider NYC tweeps - RT @visitlauderdale: Time to #Defrost your swimsuit at the Rock!! Free skating till 2 PM too! #HelloSunny
[instagr.am/p/UjOAa2hXkD/](https://www.instagram.com/p/UjOAa2hXkD/)

@mi_chellea Great @visitlauderdale event at Rockefeller Center! Extra special now that we're with @jacquigiff right @ajfinazzo?

Goodbye Chilly, Hello Sunny Like 0

Greater Fort Lauderdale brings sunshine and warmth to NYC, London and Chicago with bikinis in ice blocks waiting to be defrosted, Beach on Wheels and free giveaways, including ice scrapers and sunglasses.



Fort Lauderdale

Edit Board

300 followers, 54 pins



Download the defrost your swimsuit app

itunes.apple.com



Goodbye Chilly LondonHello Sunny Lauderdale. Simon Wright Photography Ltd

1 like

sunny.org



Goodbye Chilly LondonHello Sunny Lauderdale. Simon Wright Photography Ltd

sunny.org



Pose with frozen bikinis, beach umbrellas, and wrapped London taxicabs. Try the defrost app and see how good the beach looks on you. Simon Wright Photography Ltd

sunny.org



Goodbye Chilly, Hello Sunny in London. Simon Wright Photography Ltd

Uploaded by user



Say Hello Sunny at Canary Wharf in London. Simon Wright Photography Ltd

sunny.org



Pose with wrapped London taxicabsPose with frozen bikinis, beach umbrellas, and wrapped London taxicabs. Try the defrost app and see how good the beach looks on you. Simon Wright Photography Ltd

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Say Hello Sunny at Canary Wharf in London. Simon Wright Photography Ltd

sunny.org



Saying Goodbye Chilly, Hello Sunny! Simon Wright Photography Ltd

sunny.org



Our ambassadors giving out free sunglasses and ice scrapers giving you the chance to win a beach holiday. Simon Wright Photography Ltd

sunny.org



Greater Fort Lauderdale CBV Street Team for the "Defrost your swimsuit" event. Simon Wright Photography Ltd

sunny.org



Nicki E. Grossman, lifeguard chair, President of the Greater Fort Lauderdale Convention & Visitors Bureau, at The Rink at Rockefeller

More Pinterest



Fort Lauderdale

Pinned 10 days ago via web

Repin

Edit

From itunes.apple.com



Download the defrost your swimsuit app

Pinned via web



Julie Rodriguez

I entered your Contest today.. W Fort Lauderdale...Hope I win.. Julie Pozo... =)

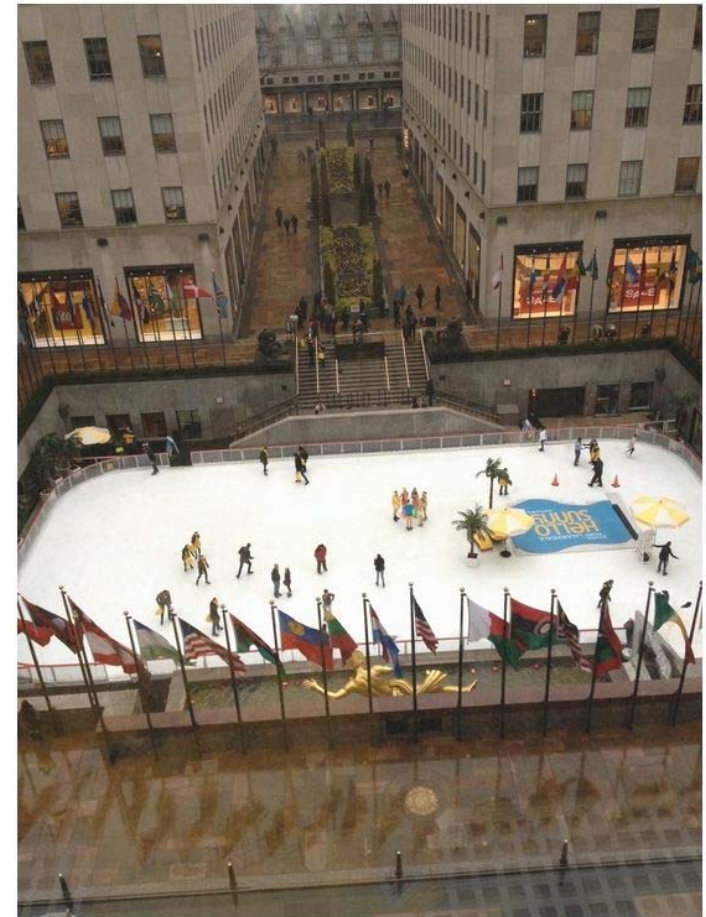


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Bird's eye view from NBC Studios.

Pinned via web



Ana G

Great view of the event!



Instagram



Instagram

agram



sunny.org/defrost

• 3,901 Page Views on Sunny.org/Defrost

• 7,847 contest entries

The screenshot shows the website's navigation bar with categories like visitors, meetings, sports, film, travel trade, media, live beach cam, maps, events, free guides, and translate. Below the navigation is a header for 'greater FORT LAUDERDALE' with a temperature of 75° and a search bar. The main banner features a sunset beach scene with a large block of ice containing a bikini, and the text 'Goodbye Chilly. Hello Sunny. Your sunny beach escape awaits. enter2win'. A blue button says 'explore your sunny side'. Below the banner is a 'hello sunny tour' section for Chicago, followed by a 'defrost your swimsuit' contest announcement with details about a beach getaway in Fort Lauderdale. To the right, there are video thumbnails for 'behind the scenes' and 'photo gallery - New York' and 'photo gallery - London'. At the bottom, there is a section for the 'defrost your swimsuit app' with a smartphone image and a 'thaw out now!' button.



home / goodbye chilly, hello sunny

Like 246 Share

goodbye chilly, hello sunny

Relax and warm up in Greater Fort Lauderdale
 Slip into something sunny.

Enter here for a chance to win a Fort Lauderdale vacation getaway for two people, including:

- Three-night stay at the [W Fort Lauderdale](#)
- Dinner for two (up to \$100) at [Steak 954](#)
- \$99 gift certificate to [Bliss Spa](#)
- Roundtrip airfare for two on [JetBlue Airways](#)

No purchase necessary.
 Contest ends 3/14/2013.

[Click here for contest rules.](#)

general information

*First Name:

*Last Name:

*Address 1:

Address 2:

*City:

State:

*Zip:

Country:

Primary Phone:

Cell Phone:

Sign up for text messaging (standard rates apply)

*Email:

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MEDIA COVERAGE

DAILY NEWS

NY 1
1:54 pm
20°

- TOP STORIES
- EXPANDED VIDEO
- NY1 MINUTE
- WEATHER
7 Day Forecast
Zoom Radar
Forecast Mdeo
- TRAFFIC
- DOG OF THE DAY

LIVE

FOX 5
myfoxny.com
9:16 34°

GREATER FORT LAUDERDALE IS BRINGING SOME SUNSHINE TO NEW YORK CITY

GoodDay New York

100.7 WHUD One great

Fodor's

LX+TV

SAM (PROMOTIONS)

OLBIE CAILLAT

NEWS ATTRACTIONS

TRAVEL+LEISURE

SUNNY ICE SKATING ON A CHILLY DAY

4

YAHOO! NEWS

LatinTRENDS

- State of Politics Blog
- TRANSIT
- Brides of a**
- NY1 LIVING
- Arts
- Cooking & Home

QUEST

Brides of a

GU

NY1 LIVING

Arts

Cooking & Home

TODAY

4:30-7:00AM

EYEWITNESS NEWS

9:11 34° TODAY.COM

5 AT ATLANTA 7:50PM

MLB: FORMER YANKEES RELIEVER RAFAEL SO

DUTCHESS CLOSED

Dover School District

4:30-7:00AM

EYEWITNESS NEWS

ROTHAMGAZETTE

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For Latinas

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GADLING

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paradise

Holland

At Li pre

Ended: 01/16/13

Past Schedule: Wed, Jan 16, 2013
9:00 am - 2:00 pm

Meals and Deals in NYC

Online!

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PIX 11

MORNING NEWS

ENDLESS VACATION

Your Vacation Guide

SIEMPRE

MUJER

NYC on the Cheap

Your local resource for freebies, discounts and deals

The quality free free t

HOMBRE

FOR MEN OF PASSION

Club freeTime

SunSentinel



75° F, Mostly clear

12:53 PM EST
Friday, Jan. 25, 2013

HOME NEWS BROWARD PALM BEACH SPORTS ENTERTAINMENT TRAVEL LIFESTYLE BUSINESS HEALTH OPINION WEIRD WEEKLY AD

SOUTHFLORIDA.COM: THEATER & ARTS EVENTS RESTAURANTS & BARS MUSIC LGBT GAMBLING MOVIES TV SPOTTED: LOCAL PARTY PICS

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Lauderdale CVB kicks off 2013 marketing campaign in New York

Free skating party planned at Rockefeller Center

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Reverse Mortgage(Age 62+)

You May Qualify For Tax Free Cash Find Out How! Order Your Free Guide

AAGReverse.com/ReverseMortgageGuide

By [Arlene Satchell](#), Sun Sentinel
9:02 a.m. EST, January 16, 2013

The Greater [Fort Lauderdale](#) Convention & Visitors Bureau will kick off its 2013 marketing campaign in New York Wednesday at an event at the [Rockefeller Center](#) dubbed "Goodbye Chilly. Hello Sunny."

The tourism bureau plans to transform the center's famed ice skating rink into a tropical paradise adorned with full-sized palm trees and beach umbrellas to host a free skating party from 8 a.m. to 2 p.m.

Attendees will be greeted by dancers in bikinis grooving to the sound of beach music and there will also be bikinis frozen in blocks of ice. The bureau's glass-enclosed, sand-filled "Beach-on-Wheels," with live swimsuit models tossing beach balls around inside the vehicle, also will be onsite.

"Greater Fort Lauderdale has gained an enviable and award-winning reputation for making a big splash in [New York City](#) every year with an innovative special event, and 2013 is no exception," CVB President Nicki E. Grossman said in a statement. "We're bringing warmth and sunshine to our No. 1 visitor market at the height of winter as a reminder that there's a welcoming place just a short hop away where you can shed your winter coats and dig your toes into our famed Blue Wave-certified beaches."

DON'T MISS THESE



Win Jimmy Buffett Tickets
Last chance to win tickets. Enter now



Beyonce
Check out pictures of the star through the years

Banking that's customized for your business needs:

- Checking to fit your business



America's Most Convenient Bank®

WEEKLY ADS



TigerDirect.com
Expires Tomorrow



Big Lots
2 Days Left

Expand MIAMILAKES AutoMall WE'RE DOING WHAT IT TAKES TO BREAK OUR ALL-TIME SALES RECORD DURING OUR JANUARY... FAST START SALES EVENT! New 2013 KIA OPTIMA \$19,900

LOCAL

Ft. Lauderdale Wants New York To Say "Goodbye Chilly & Hello Sunny"

January 16, 2013 12:54 PM



Like



Tweet

2



Share



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(Source: Greater Fort Lauderdale Convention & Visitors Bureau)

FORT LAUDERDALE (CBSMiami) — Greater Fort Lauderdale rolled out the blue carpet to winter weary New Yorkers with a free ice skating party at The Rink at Rockefeller Center on Wednesday.

Celebrating the launch of the Greater Fort Lauderdale Convention & Visitors Bureau's new Hello Sunny marketing campaign, the event transformed the city's famed ice rink into a tropical paradise for one day featuring bikini-clad ice dancers, easy breezy beach music, life-sized palm trees, beach umbrellas and ice blocks with frozen bikinis.

and ice blocks with frozen bikinis.

"Greater Fort Lauderdale has gained an enviable and award-winning reputation for making a big splash in New York City every year with an innovative special event,

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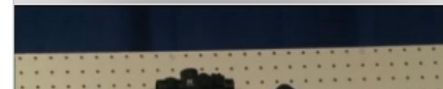
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The Blog that provides all things a young new yorker wants everything from beauty, events, movies, bargains, and free stuff



Saturday, January 5, 2013

About Me



B Beauty, Events, and Free Stuff

Hi my name is Shirley I'm a 20 something New Yorker. I love going to beauty events, free screenings, concerts and store events. Basically try to milk this city on a good budget haha.

[View my complete profile](#)

Blog Archive

▼ 2013 (45)

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[Celebrate The Launch of The New DowntownBrook](#)

Goodbye Chilly. HELLO SUNNY! January 16



WHEN: Wed, Jan. 16 from 9:00 am – 2:00 pm

WHERE: The Rink at Rockefeller Center, Fifth Avenue between 49th and 50th Streets

On January 16, Greater Fort Lauderdale will bring sunshine and warmth to winter weary New Yorkers with a takeover of the Rink at Rockefeller Center.

The Goodbye Chilly. Hello Sunny event will take place for one day with the transformation of the Rink at Rockefeller Center into an island paradise featuring lavish tropical décor (lifeguard station, beach chairs) and free ice skating for the public for six hours.

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Ft. Lauderdale Wants New York To Say "Goodbye Chilly & Hello Sunny"

CBS 4 Wednesday 16th January, 2013

FORT LAUDERDALE (CBSMiami) — Greater Fort Lauderdale rolled out the blue carpet to winter weary New Yorkers with a free ice skating party at The Rink at Rockefeller Center on Wednesday. Celebrating the launch of the Greater Fort Lauderdale Convention & Visitors Bureau's new

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JAN 25

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[Calculate New House Payment](#)

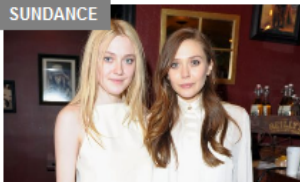
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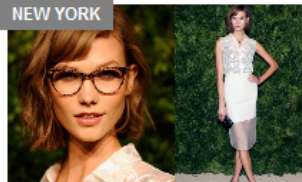
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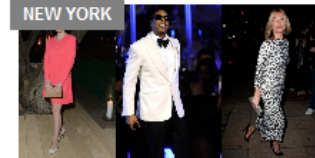
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CALENDAR

Calendar » Jan 2013 » Goodbye Chilly. HELLO SUNNY!

Goodbye Chilly. HELLO SUNNY!

When Wed, January 16, 9:00 am - 2:00 pm

Where The Rink at Rockefeller Center, 601 5th Avenue, New York, NY 10017 ([map](#))

Admission Open

Description Greater Fort Lauderdale will bring sunshine and warmth to New Yorkers with a takeover of the Rink at Rockefeller Center. The Goodbye Chilly, Hello Sunny event will transform the rink into an island paradise featuring lavish tropical décor and free ice skating. The free Rockefeller Center "skating party" will feature bikini-dad ice dancers, street teams dispensing "warm hugs," summery beach music, swaying palm trees, beach umbrellas and warming stations to defrost between skating.

Website ([click here](#))



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Our professional photographers have covered hundreds of events across New York City, Los Angeles, Washington D.C. and the Hamptons. From fashion shows, charities, galas, openings, nightlife and lifestyle events our coverage is renowned for getting noticed by the largest media outlets in the world and shared virally across the web. Learn how you can get your event covered and noticed.

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January 2013 >>

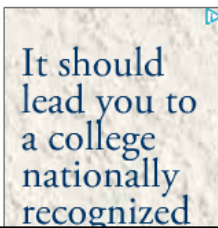
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
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Wed Jan

16

Wed Jan

16

9:00a - 2:00p

Goodbye Chilly. HELLO SUNNY!

Presented by

Greater Fort Lauderdale Convention&Visitors Bureau

On January 16, Greater Fort Lauderdale will bring sunshine and warmth to winter weary New Yorkers with a takeover of the Rink at Rockefeller Center.

The Goodbye Chilly. Hello Sunny event will take place for one day with the transformation of the Rink at Rockefeller Center into an island paradise featuring lavish tropical décor (lifeguard station, beach chairs) and free ice skating for the public for six hours.

The free Rockefeller Center “skating party” will feature bikini-clad ice dancers, street teams dispensing “warm hugs,” groovy summery beach skating music, swaying palm trees, beach umbrellas and warming stations to defrost between skating.

A colorful and telegenic “Beach-on-Wheels” beach mobile will be onsite and available for filming, live remotes and interviews. The Beach Mobile houses real white Greater Fort Lauderdale sand and live models wearing bathing suits playing with beach toys and beach balls.

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Fort Lauderdale CVB Promotes “Hello Sunny” Campaign at Rockefeller Center NYC

January 16, 2013
By: News Wire

One person likes this. Be the first of your friends.



Ft. Lauderdale CVB hired a group of professional skaters to help promote their “Hello Sunny” campaign at Rockefeller Center in NYC.

Travel Agent was on the scene when representatives from the Fort Lauderdale Convention and Visitors Bureau (CVB) visited New York City to promote their new “Hello Sunny” campaign highlighting the destination.

The event took place at Rockefeller Center and featured ice skating and food. Nikki Grossman, president of the Fort Lauderdale CVB, kicked off the festivities with an opening speech.

Other Fort Lauderdale-themed items included a frozen bikini, skaters in bathing suits, free sunglasses and a chance to skate for free at the rink. Attendees also had a chance to win a free beach getaway that includes:

- Dinner at Steak 954
- Spa treatment at Bliss Spa
- Two round-trip airline tickets on JetBlue to Fort Lauderdale



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Travel Agent was on the scene when representatives from the Fort Lauderdale Convention and Visitors Bureau (CVB) visited New York City to promote their new “Hello Sunny” campaign highlighting the destination.

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- Dinner at Steak 954
- Spa treatment at Bliss Spa
- Two round-trip airline tickets on JetBlue to Fort Lauderdale

Travel agents can check out the new campaign at www.sunny.org and view videos at <http://www.youtube.com/user/visitlauderdale?feature=watch>



Middle: Nikki Grossman (President, Ft. Lauderdale CVB) gives the opening speech at the luncheon in coordination with their “Hello Sunny” campaign.

GOODBYE CHILLY LONDON, HELLO SUNNY

January 22, 2013







Five wrapped Taxicabs in London











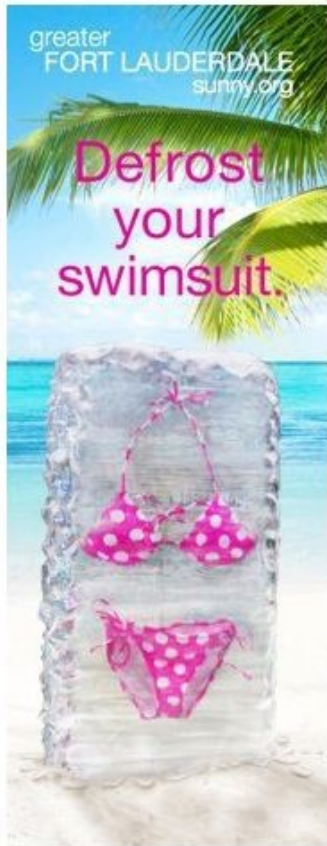
UK ad schedule

Evening Standard with contest

UK Metro

Five fully wrapped taxis





Coming to London: Defrost Your Swimsuit in Greater Fort Lauderdale

Public · By Visit Lauderdale

Tuesday, January 22, 2013 8:00am until 2:00pm in UTC

Canary Wharf, London

Say Hello Sunny at Canary Wharf in London, with bikinis in ice blocks, and free giveaways including sunglasses and ice scrapers.

Pose with frozen bikinis, beach umbrellas, and wrapped London taxicabs. Try the defrost app and see how good the beach looks on you.

Enter to win a beach holiday to Greater Fort Lauderdale with British Airways: <http://sunny.org/ukwin>.

RECENT POSTS



Lisa Hoffman

Hello Sunny. Greater Fort Lauderdale has arrived



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Relax and warm up in Greater Fort Lauderdale.
Enter for a chance to win a sunny Fort Lauderdale beach holiday courtesy of [British Airways](#).

Winner will receive a Fort Lauderdale holiday getaway for two including international return flights with [British Airways](#), (Heathrow to MIA), a seven-night stay at The [W Fort Lauderdale](#) and two Greater Fort Lauderdale VIP cards, good for complimentary admission to various attractions in the area.

Contest ends February 14, 2013.

[Click here for contest rules.](#)

general information

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*Last Name:

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Country: UNITED KINGDOM

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TWEETS

@ **StephBenti** Love @visitlauderdale ♥

@**SophieMuir2**: ♥ RT great PR stunt!
Goodbye Chilly, Hello Sunny
@visitlauderdale
pic.twitter.com/plwP8Vob I could use
some sun!

@**CatBlatch89** @JennaOsbornePR
@visitlauderdale this is amazing!!!

RT @**SarahGibbons_**: Love the
swimwear ice blocks at the #hellosunny
event in #canarywharf! @visitlauderdale
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RT @**JennaOsbornePR**: Bringing
some needed sunshine to very cold
#CanaryWharf with @visitlauderdale
#HelloSunny pic.twitter.com/AudprTIK

@**the_wharf**: Brave attempt at
bringing sunshine to London as
@visitlauderdale give out sunglasses
on the Wharf
wharf.co.uk/2013/01/americ...
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Americans bring some sunshine to frozen Wharf

By Rob Virtue on January 22, 2013 10:40 AM | Tagged with: Canary Wharf, Fort Lauderdale, holiday



With freezing weather and fog on Tuesday morning this was a gallant attempt at bringing some sunshine to the people of Canary Wharf.

A team promoting breaks in Fort Lauderdale gave out 6,000 pairs of sunglasses to commuters, each with a tag offering a chance to win a seven day holiday in Florida.

Visit Lauderdale included staff from the States, who brought palm trees and frozen swimwear to stalls at Reuters Plaza.



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GOODBYE CHILLY, HELLO SUNNY LONDON



Media value: \$41,292
Circulation: 129,144



Team Fort Lauderdale took to the streets of Canary Wharf, braving the cold to show off how much better everyone would be feeling if they were heading off to Florida. From left: Pete Brudenell (BA Holidays), Rosina Williams (Greater Fort Lauderdale CVB), Alfredo Gonzalez (Greater Fort Lauderdale CVB) and Fernando Harb (Greater Fort Lauderdale CVB).



Sunny disposition

WITH freezing weather and fog on Tuesday morning this was a gallant attempt at bringing some sunshine to the people of Canary Wharf. A team promoting breaks in Fort Lauderdale gave out 6,000 pairs of sunglasses to commuters, each with a tag offering a chance to win a seven day holiday in Florida. Visit Lauderdale included staff from the States, who brought palm trees and frozen swimwear to stalls at Reuters Plaza. Go to sunny.org

wharf.co.uk

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Greater Fort Lauderdale melts the ice

BY STEVE HARTRIDGE

Greater Fort Lauderdale brought some sunshine to London last month with its 'Hello Sunny' marketing campaign in association with British Airways.

The campaign transformed an area of Canary Wharf into a tropical paradise complete with palm trees, beach umbrellas and iconic ice blocks with encased frozen swimwear. Passing commuters had the chance to win a holiday and one of 10,000 goodies.

Alfredo Gonzalez, Vice President of International Sales, said: "Our UK arrivals were up 4.2% in 2012 and we are looking to encourage UK travellers to defrost their swimsuit and say 'Goodbye Chilly, Hello Sunny' with a visit to sunnier Fort Lauderdale, Florida."

Agents have until February 14 to enter a competition that could see them win a pair of flights with British Airways and a seven-night stay. sunny.org/defrostuk

