



**FOR IMMEDIATE RELEASE**

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**THE MIAMI BEACH INcard PROGRAM SUCCESS TO BE CELEBRATE WITH  
“A TASTE OF THE INcard”**

*Event to be held on June 29, 2011 in the Treetop Ballroom at Jungle Island*

**MIAMI BEACH, FL** (June 15, 2011) – The 2<sup>nd</sup> Anniversary of “A Taste of the INcard” will be held on Wednesday, June 29, 2011, from 6PM-8PM in the Treetop Ballroom at Jungle Island. This event, free to the public, celebrates the business stimulus program of the Miami Beach Chamber of Commerce launched in partnership with the Visitor and Convention Authority of the City of Miami Beach. The program and its brand is bigger than anyone could have dreamed of with over 350,000 cards distributed to residents and visitors and over 400 businesses participating since it began two years ago to date. It is clear that the program has been a hit within the community and globally as it continues to grow each and every day with local vendors and tourists from all over the world.

Because of its tremendous success, Program partners, affiliate/ prospective businesses and guests will join together for a complimentary event to showcase their specialities, from food to drinks, retail, bike rides, animals, and more. Currently there are over 8 categories of INcard vendors providing discounts and promotions and the event will give the public “A TASTE” of where they can redeem discounts around the surrounding areas.

Launched in June 2009, the Miami Beach INcard began as an initiative of the Mayor Matti Herrera Bower’s 2009 Blue Ribbon Task Force on Tourism, with sponsorship by the Miami Beach Visitor and Convention Authority (VCA). The Miami Beach Chamber of Commerce thereafter began to promote it with their member businesses and with the help of different organizations around town, built a program for the community. A big thank you to the City of Miami Beach, Greater Miami Convention & Visitors Bureau, Miami International Airport, Port of Miami, South Florida Concierge Association, Miami Herald, CBS Outdoor, Comcast, Plum TV, Beach Channel, and Welcome & Bienvenidos Magazine for going above and beyond the call of duty.

“This program has been so successful throughout the years and it is because of our partners. Thank you to all those who assisted us on this journey and please know that the road does not stop here, says Aaron Perry, Immediate Past Chairman of the Board and Chair of the Miami Beach INcard committee. “We have many plans to take this program to the next level, so please stay tuned for new and exciting things to come, including the launch of a brand new Miami Beach INcard website at [www.miamibeachincard.com](http://www.miamibeachincard.com), where you can find all the latest discounts and promotions”.

The Miami Beach Chamber of Commerce hopes to see everyone on June 29 to celebrate as the event is free and open to the public. And, it is encouraged to bring their family and friends to enjoy all the food, drinks, music, raffle prizes and much more.

For additional information regarding the program as well as the event, contact Valerie Rasken, Director of Marketing and Communications at 305-695-6833 or [valerie@miamibeachchamber.com](mailto:valerie@miamibeachchamber.com).

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**ABOUT THE MIAMI BEACH CHAMBER OF COMMERCE**

The Miami Beach Chamber of Commerce was formed in 1921 to promote the economic well-being of Miami Beach's citizens, to improve the quality of life for the entire community, and to communicate the view of the business community on major issues of public policy.