



Contact:

Valerie Rasken

Miami Beach INcard Coordinator

Miami Beach Chamber of Commerce

305-695-6833

Valerie@miamibeachchamber.com

MIAMI BEACH CHAMBER OF COMMERCE CREATES FREE INcard PROGRAM

'Miami Beach INcard' Delivers Stimulus for Businesses and Values for Residents and Visitors

(MIAMI BEACH) June 11, 2009- On June 15th, The Miami Beach Chamber of Commerce will launch a breakthrough business card and business stimulus program: the Miami Beach INcard.

Miami Beach residents are eligible to register and receive a free black Miami Beach INcard. Visitors, tourists and non-residents of Miami Beach will be eligible for a free platinum Miami Beach INcard. Both the black Miami Beach INcard and the platinum Miami Beach INcard will have no expiration date.

As bearers of either a black or platinum Miami Beach INcard, Miami Beach residents and visitors will chose from a menu of special discount opportunities at local Miami Beach and South Florida businesses that can be viewed on www.MiamiBeachINcard.com. The list of Miami Beach INcard businesses will be updated daily and each business will display a special Miami Beach INcard decal for easy access.

Applicants can register with their personal email at www.MiamiBeachINcard.com, www.miamibeachchamber.com, or www.miamibeachguest.com, or in person, at multiple locations in and around Miami Beach. Cards can be picked up at the Miami Beach Visitors Center, weekly registered pick up locations, which will be highlighted in the advertisements, commercials, and website, or registrants can choose to have their card mailed to them. Activation is immediate.

The Miami Beach INcard was developed during Miami Beach Mayor Matti Herrera Bower's 2009 Blue Ribbon Task Force on Tourism, which made its report in March, 2009. As stated by Mayor Matti Herrera Bower, "Recognizing the important role small businesses plays in our economy is one of the highlights of the task force. A program like this is just what we need to support each other and promote our community as a whole."

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"The Miami Beach Chamber of Commerce is thrilled to spearhead such an important project for our business community," said Aaron Perry, Chairman of the MBCC's Board of Governors. "We are extremely encouraged by the excitement and support surrounding this project and believe the INcard is destined to be a huge success." The Miami Beach Chamber of Commerce has chosen to lead this innovative program to stimulate business, benefit visitors, and reward residents of the exciting destination and has already received kudos from the industry and the community for the creative Miami Beach INCARD program and the efficiency with which it has been rolled-out.

At the launch on June 15, there will be more than 60 participating Miami Beach Chamber of Commerce member businesses, with new business added each day. All participating businesses must be members of the Miami Beach Chamber of Commerce to join the Miami Beach INcard program.

Examples of businesses that have already joined the program are: 660 Mediterranean Kitchen, Agua Spa at the Mondrian and Delano, Asia de Cuba, BizBuzzTour.com, Blue Door at Delano, China Grill Restaurant Sobe, Cleavelander Hotel, David Barton Gym & The Spa at DBG, Denny's Restaurant and Catering, Emeril's Miami Beach, Essex House, Eye Desire, Eye Care & Optical Boutique, Ghiradelli Ice Cream & Chocolate Shop, Giardino Gourmet Salads Miami Beach, Grazie Italian Cuisine, Hofbrau Beerhall Miami, Hotel Impala, Hotel LaFlora, Ice House, Jewish Museum of Florida, Jungle Island, Lucky Strike Lanes & Lounge, Miami Beach Botanical Garden, Miami Beach Family & Sports Chiropractic Center, Miami Design Preservation League, New Concept Video, Nikki Beach, Ola Restaurant, Opium Group, Outta Space Inc., PrimoLiPhoto, Quarterdeck Seafood Bar & Neighborhood Grill- South Beach, RA Charters, Red the Steakhouse, Shade Fla, Soyka Restaurant, South Beach Group Hotels, Spa at Shore Club, Stay at Lincoln, The Advantaged Yacht Charters & Sales, The Angler's Boutique Resort, The Fillmore at the Jackie Gleason Theater, The Raleigh, The Standard, The Wolfsonian-FIU, Townhouse Hotel, ULTA Beauty Salon & Cosmetics, and Zoom IQ.

For additional information on the Miami Beach INcard, or to join the Miami Beach Chamber of Commerce, contact Valerie Rasken, Miami Beach INcard Coordinator, at (305)695-6833 or email Valerie@miamibeachchamber.com.

To register for the Miami Beach INcard after June 15th, please visit www.MiamiBeachINcard.com .