



Contact:
THE TREISTER MURRY AGENCY
Emily Treister
(305) 531-5720
emily@tma-pr.com

**MIAMI BEACH CHAMBER OF COMMERCE 87TH ANNUAL
GALA & SILENT AUCTION TO HONOR
TRACY & ALONZO MOURNING, JEFFREY SOFFER AND
STEVEN HAAS**

***Actor George Hamilton Helms Tribute as Master of Ceremonies;
DJ Irie Spins Tunes All Night Long***

MIAMI BEACH – March 16, 2009 – Actor **George Hamilton** will join the Miami Beach Chamber of Commerce as Master of Ceremonies to honor a trio of local icons for their outstanding contributions to the community during the 87th Annual Gala and Silent Auction on Saturday, May 9, at the Fontainebleau Miami Beach. The 2009 Gala Service Awards recipients are **Tracy and Alonzo Mourning, Jeffrey Soffer,** and **Steven Haas.** The gala will be chaired by Miami Beach Chamber of Commerce Board of Governors Chairman **Aaron Perry.** The Miami HEAT's **DJ Irie** will spin the hippest tunes all night long.

Alonzo Mourning, NBA Champion and philanthropist, and his wife, **Tracy Mourning,** founder of the Honey Shine Mentoring Program, a program of AM Charities, will receive the Jan Pfeiffer Distinguished Service Award. The Jan Pfeiffer Distinguished Service Award honors a community leader who demonstrates extraordinary community involvement, sparks inspiration throughout the community and helps mentor others to achieve greatness.

Alonzo is the founder of Alonzo Mourning Charities (AM Charities), a not-for-profit 501(c)(3) public fundraising foundation, created to encourage the educational development of youth by developing programs and youth enrichment centers that promote positive change in low socioeconomic communities. Tracy has dedicated herself to the young women who are part of the Honey Shine Mentoring Program, whose mission is to encourage

the balance of mind, body and soul in girls and women by providing nurturing experiences that enlighten their paths and empower their future. Previous Jan Pfeiffer Distinguished Service Award recipients have included Lee Brian Schragger, Norma Quintero, Romero Britto, Martin Gelb and Neisen Kasdin, among others.

Jeffrey Soffer, executive chairman of Fontainebleau Resorts, will be awarded Corporate Citizen of the Year. This distinction recognizes individuals or companies whose insight, leadership and nobleness have contributed significantly to the quality of community life in Miami Beach. Under the direction of Soffer, Fontainebleau Resorts recently unveiled a \$1 billion Fontainebleau Miami Beach renovation. In addition, Soffer directs Turnberry, Ltd., which has developed more than 7,000 upscale condominium and condo-hotel residences throughout the United States, including South Florida landmarks Turnberry Isle, Porto Vita and Turnberry Ocean Colony. Previous Citizens of the Year have included Loews Miami Beach Hotel, Al Malnik and Shareef Malnik, the Eden Roc Hotel, Miami Beach City Manager Jorge Gonzalez and Emilio Estefan, Jr.

Steven Haas, General Manager and co-owner of Soyka Restaurant, and incoming chairman of the Greater Miami Convention & Visitors Bureau, will be honored with the Leonard "Doc" Baker Lifetime Achievement Award, bestowed on those whose philanthropic pursuits and community leadership have dramatically enhanced the quality of life in Miami Beach. Haas has had a long and highly successful career running some of South Beach's top rated fine dining establishments. The impressive list of restaurants include the Forge, Monty's Seafood restaurant, Tuscan Steak, Red Square, Joe's Stone Crab, The Van Dyke Café, China Grill and is presently co-owner and operating partner for Soyka restaurant. He is also the creator of the "Miami Spice" program for Dade County which is now the most popular dining program in the United States. Previous Lifetime Achievement Award honorees have included the Galbut family, Michael "Mr. Miami Beach" Aller, Leonard Abess, the Greenwald family and Stephen Muss.

Individual tickets are \$285 and tables of ten ranging from \$2,750 - \$15,000 are also available. For tickets, sponsorships or more information, call the Gala Hotline at (305) 695-6834 or email Danielle Hirschfeld at dinnergala2009@miamibeachchamber.com. Additional information is also available at www.miamibeachchamber.com.

#

Editor's Note: high resolution imagery of the Gala honorees is attached.