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THE BETSY-SOUTH BEACH RECOGNIZED BY AMERICANS FOR THE ARTS FOR EXCEPTIONAL COMMITMENT TO THE ARTS

BCA 10 Awards to be presented on October 11 at New York City Gala Event

Miami, FL (May 1, 2017) – Americans for the Arts has announced that The Betsy-South Beach has been named a BCA 10: Best Businesses Partnering with the Arts in America honoree for 2017.

Presented every year by the Business Committee for the Arts (BCA), a division of Americans for the Arts, the BCA 10 awards honor 10 U.S. companies, a business leader, and an arts and business partnership for their exceptional commitment to the arts through grants, local partnerships, volunteer programs, matching gifts, sponsorships, and board membership. The BCA 10 awards will be presented by Americans for the Arts on October 11, 2017, at a black-tie gala at the Central Park Boathouse in New York City.

Family-owned and independently operated by Jonathan Plutzik and his wife Lesley Goldwasser, The Betsy-South Beach aims to capture and champion the power of community through its dedicated PACE (Philanthropy, Arts, Culture, and Education) program while providing a luxury hospitality experience.

Believing that public spaces can be more than waiting areas, The Betsy is uniquely recognized for programs that cultivate the sights and sounds of art, music and literature. Deeply committed to charitable partnerships, the hotel has collaborated with hundreds of partners from all walks of life since opening in 2009 – addressing areas of need in the community at the local, regional, national and international level.

Robust programming includes poetry readings, jazz, opera and piano performances, exiled writers in residence, literary salons, Writers for Young Readers, April Poetry Month, Global Jazz Party, the Accelerate Literacy Symposium, LGBT programming, the JAH LIT (Jewish American and

Holocaust Literature festival), Miami's TRANSART festival, annual A Cappella festival, IberoAmerican literary festival and more.

"We're humbled to receive this high recognition from such an impactful and inspiring organization," said owner Jonathan Plutzik. "The importance of creative pursuits has always been paramount for us, and through our curated programming, we were able to achieve our goal of giving a voice and a stage to a diverse group of artistic communities opening up The Betsy for all to enjoy."

Other honorees include:

21c Museum Hotels (Louisville, KY)
Cardinal Health (Dublin, OH)
Guitar Center (Westlake Village, CA)
Halekulani (Honolulu, HI)
Houston Methodist (Houston, TX)
Humana Inc. (Louisville, KY)
Kaiser Permanente Colorado (Denver, CO)
Lincoln Financial Group (Radnor, PA)
Magic Hat Brewing Company (South Burlington, VT)

In addition, Raymond J. McGuire, Global Head of Corporate & Investment Banking at Citi in New York City, will be honored with the BCA Leadership Award; and the soon to be announced recipients of the new BCA pARTnership Award which recognizes a company and arts organization (or artist) for an exceptional project, program, or initiative that represents a true alliance, collaboration, or exchange between the two.

"We are grateful to honor these businesses and individuals for their exceptional involvement in ensuring that the arts thrive in their communities," said Robert L. Lynch, president and CEO of Americans for the Arts. "They provide the arts with significant financial and in-kind support, and they incorporate meaningful arts-related programs into their employee, customer, and community relations activities – truly setting a standard for other businesses to follow."

For information regarding BCA 10, please contact Jessica Gaines, Business Committee for the Arts Coordinator, at (202) 371-2830 or via e-mail at jgaines@artsusa.org. For more information on The Betsy-South Beach, visit www.thebetsyhotel.com. Follow us on Instagram and Twitter [@TheBetsyHotel](https://www.instagram.com/TheBetsyHotel), and "like" us on Facebook at www.facebook.com/TheBetsyHotel.

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The Betsy-South Beach is the only Forbes Four Star and AAA Four Diamond rated boutique hotel in Greater Miami. Located in the heart of the Art Deco District on Ocean Drive, The Betsy's unique hospitality model champions the power of community through its dedicated PACE (Philanthropy, Arts, Culture, Education) program by weaving those brand pillars into the

guest experience. Recently expanded, The Betsy now boasts 132 guestrooms and a 3,200 sq. ft. rooftop complex with a suspended swimming pool, dedicated library, and an additional 17,000 sq. ft. of special event space to scale the celebrated PACE program. The Betsy Poetry Rail is a new piece of public art, located adjacent to the hotel on Espanola Way between Collins Avenue and Ocean Drive that celebrates the poetry of 12 literary figures that shaped Miami history and culture. www.thebetsyhotel.com

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 55 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at AmericansForTheArts.org.

Business Committee for the Arts (BCA) was founded in 1967 by David Rockefeller. A division of Americans for the Arts, the BCA encourages, inspires, and stimulates businesses to support the arts in the workplace, in education, and in the community. BCA merged with Americans for the Arts in 2008.