

THE BETSY SOUTH BEACH

Celebrate a Season of Gratitude from The Betsy South Beach

Luxury Hotel in Miami Devoted to Cultivating Philanthropy, Art, Music, and Literature

Miami, Fl November 29, 2010.....The Betsy hotel in South Beach has become a catalyst for energized discourse, innovative thinking, and good works. Believing that public spaces can be more than waiting areas, the vision for the property extends beyond the traditional construct of a hotel. The Betsy has emerged with a beauty that is more than skin deep, offering an inspiring outlook that extends beyond its own neighborhood in South Beach — to the world. By fostering programs that believe in the power of community, The Betsy's leadership team is devoted to cultivating the sights and sounds of philanthropy, art, music and literature.

This year, they launch a 'Season of Gratitude' which extends far beyond the typical season of giving. Beginning in November, with the ING NYC Marathon, Miami lawyer Jenelle La Chuisa ran with a 13 member running team to benefit Zara's AIDS Center in Zimbabwe, an organization co-founded by Rachel Plutzik, sponsored by The Betsy and the PG Family Foundation.

Highlighting some of the Season of Gratitude's November projects, the South Beach hotel honored Veterans, with a public screening of two original multi-media film works and a luncheon to honor Veterans, including Al Silver, a 94-year old soldier who was billeted at the Betsy during WWII. To see Betsy's movie created to honor veterans, please visit: www.thebetsyhotel.com/the-betsy/philanthropy

On November 28, Chef Sam Gorenstein of BLT Steak at The Betsy will cook and a team from the hotel will serve dinner at Camillus House in Miami, an organization that has been providing humanitarian services to men, women and children who are poor and homeless, since 1960. November events also included a documentary screening and art salon with the Miller Center for Judaic Studies at University of Miami, hosted by Dr. Bill Green, Associate Provost and Senior Dean of Undergraduate Education.

December Events

December's programs include an exhibit of emerging American artists commissioned by Ruinart Champagne. These works will be sold at auction in the Spring that will benefit The Art of Elysium, a nonprofit organization that brings arts programs to children challenged by illness. The Betsy is also partnering with the Museum of Arts and Design in New York City to offer a glimpse of the nationally acclaimed show, Global Africa Project, curated by Leslie King Hammond and Lowery Stokes Sims. Icons from the world of rock and roll, licensed by Rockarchive in London, will also be on exhibit.

The Betsy's 'Season of Gratitude' doesn't end there. Looking into January, author Thomas L. Friedman, New York Times columnist and Pulitzer Prize winning author, will provide a public reading, in collaboration with Books and Books, followed by a VIP dinner with proceeds earmarked for nonprofit causes. Later in the Spring The Betsy VP for Philanthropy, Deborah Briggs, will co-lead a project called 'Imagine A Million Voices', with Brian Rothschild, founder of the John Lennon Educational Tour Bus, to champion the power of music and arts education, with like-minded advocates from across the country.

Noted, Jonathan Plutzik, Chairman of The Betsy, "We reopened our doors last year after a floor to ceiling restoration with the goal of becoming both world class hotel, and a place for sophisticated travelers to talk about '*things that matter*'. The Season of Gratitude project fits neatly into our vision by reminding people that ... it's better to give than to receive.'

About The Betsy

Dramatically poised alongside its Art Deco neighbors, The Betsy is a distinguished landmark hotel on Ocean Drive. The Betsy's 62 rooms and suites are private, beachside havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Elegant, but relaxed tropical interiors and an intimate courtyard pool, maintain an aura that is passionately low-key. The Deck at The Betsy, an expansive rooftop with sweeping views of the Atlantic, offers a Wellness Garden with a range of spa treatments, therapies, and yoga. Specialty cocktails and light fare are offered at the exquisite lobby bar, or one may prefer fine dining at Laurent Tourondel's new take of modern American steakhouse - BLT Steak. B Bar, designed with a hint of vintage glamour unveils an exclusive and discreet venue catering to Miami nightlife. The Betsy is a member of Small Luxury Hotels.

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