



FOR IMMEDIATE RELEASE

**APOLLO THEATER PRESIDENT AND CEO, JONELLE PROCOPE
TO SPEAK AT BETSY ARTS SALON ON MONDAY, NOVEMBER 16**

Miami Beach, FL November 9, 2009 - On **Monday, November 16, 2009**, **The Betsy Hotel** and **Chase Marketing Group** will co-host an arts salon with **Jonelle Procope**, the **president and CEO** of the **Apollo Theater in New York City**. Procope, has been president of the historic non-profit entertainment venue since 2003 and is credited with revitalizing the 75 year old Harlem landmark through creative programming, effective business development, and powerful community building. With her charismatic leadership the theater has flourished, continuing to host "Amateur Night" every Wednesday as well as the internationally syndicated "Showtime at the Apollo". Procope will discuss the ongoing challenge of keeping to tradition, while reinventing an organization to thrive in a 21st century marketplace. Non profit professionals from the local and regional community are encouraged to come and share ideas, as Betsy's Salons encourage discourse and participation by attendees.

The event, *which is free and open to the public*, will take place from **6:45 p.m. to 8:00 p.m.** in the **B Bar** – the Betsy's new, intimate and provocative, private event space. Attendees will be invited to mingle over coffee provided by Illy and enjoy madeleines from the hotel's award-winning restaurant BLT Steak, when the program ends.

Through a range of programs, The Betsy invites social networking to revisit its roots in the cultural salon, and transforms its exquisite public spaces into places where people can engage about *things that matter*. The Betsy leadership team is devoted to supporting the arts and nonprofit community in South Beach and beyond, as part of its emerging philanthropy program.

About The Betsy: Dramatically poised alongside its Art Deco neighbors, [The Betsy](http://www.thebetsyhotel.com) is a distinguished landmark hotel, with 63 rooms and suites, all private havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Elegant, but relaxed tropical colonial interiors, and an intimate courtyard pool, maintain an aura that is passionately low-key. The Rooftop Solarium offers sweeping unobstructed views of the Atlantic, and a Wellness Garden offers herbal teas, massage therapies, and yoga. From cocktails and light fare at an exquisite lobby bar to fine dining, Laurent Tourondel offers a new take of modern American steakhouse - BLT Steak. With a great vibe, exquisite design, world-class cuisine, and a salute to timeless beauty and hospitality excellence, The Betsy is a '*hot new hotel on South Beach*' (Miami Herald 2009) and a destination for global travelers seeking renewal of mind, body, and spirit. **The Betsy is located at 1440 Ocean Drive in South Beach -- 305-531-6100, www.thebetsyhotel.com**

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