

MEDIA ALERT * MEDIA ALERT *** MEDIA ALERT**

THE LENNON BUS TO CELEBRATE O, MIAMI AT THE BETSY HOTEL PUBLIC INVITED TO ADD THEIR WISHES TO YOKO ONO'S WISH TREE

The **John Lennon Educational Tour Bus**, a state of the art multi-media tour bus, returns to **The Betsy Hotel** on Miami Beach for four days, from **Thursday, April 28-Sunday, May 1**, just in time for the culmination of Miami Dade's month long poetry celebration **O, Miami**. The Lennon Bus will be parked in front of The Betsy, which is located at **1440 Ocean Drive** on South Beach.

During the Lennon Bus' residency at The Betsy, the community is invited to participate in **Yoko Ono's interactive artwork Wish Tree**, The Wish Tree has been integral to many of her exhibitions around the world in museums and cultural centers where people have been invited to write their personal wishes for peace and tie them to a tree branch. In addition, students and visitors will have the opportunity to contribute their words, images and sounds to the Lennon Bus Digital Wish Tree, and the finished video produced in Avid Media Composer will premiere on April 30th at The Betsy Hotel. The residency will include a wide range of programs that are free and open to the public, unless otherwise noted.

Tuesday, April 26 & Wednesday April 27 – MEDIA ONLY

WHERE: Alonzo Mourning Charities in Overtown (4/26)

WHERE: Gulliver Academy (4/27)

WHAT: Lennon Bus will be conducting tours of the Bus, and participating in the digital Wish Tree Project. Using Lennon Bus technology, participants will contribute words, poems, and drawings to be digitally incorporated into the finished piece.

Thursday, April 28

WHERE: Inside The Betsy Hotel, South Beach

WHAT: Yoko Ono Wish Tree

WHEN: Ongoing until Sunday, May 1

The community is invited into The Betsy to write personal wishes and tie them to the Wish Tree. The tree will be taken down on Sunday, May 1 *and transported to Iceland for permanent placement in Ono's Imagine Peace Tower*. The Lennon Bus contains the world's only sanctioned replica of The Imagine Peace Tower.

WHERE: Lennon Bus at The Betsy Hotel

WHAT: Digital Wish Tree and Public Tours

WHEN: 10AM-5PM

The public is invited to take a tour of the Lennon bus and contribute words, images and sounds.

Friday, April 29

WHERE: Lennon Bus at The Betsy Hotel

WHAT: Digital Wish Tree, Production Day 2: Interviews and production continues throughout the day. Students from the SAE Institute (The School of Audio Engineering), Broward College, Arts and Minds Charter School, and New World School of the Arts will produce a documentary about the Wish Tree Project. Utilizing the Lennon Bus's state of the art technology; O, Miami will be invited to share their wishes for inclusion in the finished piece, to be premiered on April 30.

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Saturday, April 30

WHERE: Lennon Bus at The Betsy Hotel

WHEN: Noon to 3 PM

WHAT: Public Bus Tours

The Lennon Bus is open to the public for tours.

WHERE: On the Roofdeck at The Betsy

WHAT: Premiere of the Digital Wish Tree – at the O, Miami Closing Poetry Party

WHEN: 9:00 PM

The Lennon Bus team will be recording the sights and sounds of O, Miami's closing party, with O, Miami guest of honor, US Poet Laureate W.S. Merwin and other participating poets. "Card-Carrying" local poets attend this party free – with an RSVP. Other members of the community can purchase a limited number of tickets for \$50 (and also receive free entry into Merwin's reading at 7 PM on the NWS Campus.) Write poetry@thebetsyhotel.com for more information or to buy tickets.

Sunday, May 1-Open to the Public

WHERE: Lennon Bus at The Betsy Hotel

WHEN: Noon to 3 PM

WHAT: Public Bus Tours

The Lennon Bus is open to the public for tours.

Media Contacts:

Karen Barofsky/Oriane Lluch
Brustman Carrino PR/ 305-573-0658/ bcpr@brustmancarrinopr.com

About the John Lennon Educational Tour Bus (www.lennonbus.org)

The John Lennon Educational Tour Bus is a non-profit state-of-the-art mobile Pro Audio and HD video recording facility that provides hands-on experiences for students of all ages. In its 14th year of touring, the venture is proud of its fully professional bus and its studios, which boast the latest audio and video technology, gear and products. The concept began as an offshoot of the John Lennon Songwriting Contest, which is dedicated to providing opportunities for both professional and amateur songwriters around the world. The Bus travels across the U.S. and Canada year-round, providing free tours and workshops at schools, retailers, festivals, on tours with headlining artists, and at major industry conferences.

The Lennon Bus is made possible through an agreement with Yoko Ono, and the generosity of sponsors including Apple, Avid, Mont Blanc, NAMM, SAE Institute, Gibson, Epiphone, Neutrik, Sony, Audio-Technica, Sonicbids, Musician's Friend, Music Player Network, Sonicbids, Litepanels, Reflecmedia, Disc Makers, Mobile Roadie, Ampeg, Roland, Boss, Mackie, Digital Media Academy, Aphex Systems, Apogee, Manfrotto Distribution, iZotope, Glyph Technologies, Harris Corporation, Applied Acoustics Systems, Antares, McDSP, IK Multimedia, Adobe, Native Instruments, Slingerland Drums, Noise Industries, and Mad Mimi.

About The Betsy Hotel's Arts, Cultural and Philanthropy Program (www.thebetsyhotel.com/the-betsy/philanthropy)

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. **The Betsy is located at 1440 Ocean Drive in South Beach-- 305-531-6100, www.thebetsyhotel.com.**

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About Yoko Ono's Wish Tree Project

Yoko Ono: "As a child in Japan, I used to go to a temple and write out a wish on a piece of thin paper and tie it around the branch of a tree. Trees in temple courtyards were always filled with people's wish knots, which looked like white flowers blossoming from afar."

The Wish Tree has been a part of many exhibitions by Yoko Ono since the 1990s. People are invited to write their wish on a piece of paper and hang it to a tree branch.

Yoko Ono: "All my works are a form of wishing. Keep wishing while you participate."

Yoko Ono has used different kinds of trees at different exhibition venues, to fit the particular venue's nature.