

SPECIAL PROMOTION

PLUM *Pass*

Advertising ◀ Promotion ▶ Events

EVENT: *Fidelity Aspen*

Fidelity Investments and The Plum Network “painted the town green” in Aspen March 11-13: inviting attendees to literally “Follow the Green Line” straight from the iconic Aspen Mountain slopes through Gondola Plaza and into the Fidelity Investments Hospitality Lounge at the Plum Aspen studio. Daytime hospitality included complimentary massages, ski waxing, chap stick giveaways and hot cocoa. Saturday evening The Plum Network and Fidelity Investments invited Aspen’s elite for a VIP soiree for Fidelity Investment clients and special guests including celebrity skier Tim Mooney, designer Heidi Blum, Olympic medalist Chris Klu, and entrepreneur Michael Goldberg. **For more information, please visit Fidelity Investments located at 19495 Biscayne Blvd, Suite 801, One Turnberry Place, Aventura, FL 33180, 1-800-544-3193 or go to www.fidelity.com**



EVENT: *Schwinn in Miami*

Schwinn Bikes, in partnership with The Plum Network and Mack Cycle retail store, held a weekend “demo” program at the Flamingo South Beach. Residents enjoyed complimentary rentals of the latest Schwinn Hybrid model on one of South Beach’s best trails. Schwinn bikes are built to the Schwinn Quality standard, with over 100 years of cycling heritage, passion and expertise. For more information please visit www.schwinnbikes.com or to purchase a Schwinn in the Miami area, visit Mack Cycle at 5995 Sunset Dr in South Miami, (305)661-8363, mackcycleandfitness.com.



CHARITY: *Honoring Soldiers, The Lennon Bus at Betsy*

Beauty prevails at The Betsy-South Beach, floor to ceiling and wall to wall. With a leadership team led by General Manager Jeff Lehman, Betsy has collaborated with over one hundred non-profit causes in 2 years, including the John Lennon Education Tour Bus. See the project video: www.thebetsyhotel.com/philanthropy



WATCH: *Deep Impact*

Deep Impact is a leading Miami-based manufacturer of high-quality, high-performance luxury sports and sportfishing boats, each custom-crafted to be as unique as its owner. Each European designed Deep Impact utilizes a revolutionary deep “V” double step hull, high tech materials, and seamless finish. **Please contact 305-627-9394 or visit www.deepimpactboats.com**

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