



-----MEDIA ALERT-----

**THE BETSY HOTEL AND THE JOHN LENNON EDUCATIONAL TOUR BUS HONOR
VETERANS ON SOUTH BEACH**

**State-of-the-art Bus Makes Rare Miami Visit to Schools, Veterans Organizations and
Veterans Day Parade**
Invites Community to Honor the Service of Soldiers and Families in front of The Betsy
Saturday, November 7- Wednesday, November 11

Miami Beach, FL October 26, 2009 - WHAT: The Betsy Hotel and The John Lennon Educational Tour Bus -- a state of the art traveling multimedia recording studio -- are creating a documentary comprised of letters, videos, poems and photos, songs and stories that reflect on the timeless service and sacrifice made by Miami Beach soldiers and their families in honor of Veterans Day.

The Lennon Bus will be in the region for eight (8) days as part of an emerging philanthropy program at The Betsy-South Beach, first with visits to schools, community centers, and Veterans organizations. The program culminates in a three-day stay on the Beach, at 14th and Ocean Drive, in front of The Betsy, where the multi-media specialists from the Lennon Bus will record information and stories from local citizens.

WHEN/WHERE: Wednesday, November 4: 7:30a.m.-5:00 p.m.

**Miami Beach Senior High School
2231 Prairie Avenue, Miami Beach**

Students from the Miami Beach Rock Ensemble will record an original song that will be used for the documentary soundtrack

Thursday, November 5: 8:00 a.m. to 3:00 p.m.

Design and Architecture Senior High School, 4100 Second Avenue, Miami

Students will conduct interviews with veterans for inclusion in documentary.

Friday, November 6: 8:30a.m. - 3:30 p.m.

**Miami Veterans Affairs Medical Center
1201 NW 16th Street, Miami**

Lennon Bus crew will conduct interviews with veterans from all conflicts, past and present.

Saturday November 7: 6:00p.m to 11:30 p.m.,

Sunday, November 8: 2009 between 1:00 p.m. and 6:00 p.m.

Monday, November 9: 2009 between 9:00 a.m. and 6:00 p.m.

On the Beach in front of The Betsy

1440 Ocean Drive, South Beach

The Bus is open to the public for tours and recordings. No appointments necessary.

Wednesday, November 11: 9:00 a.m. - 11:00 a.m.,

City of Miami Beach Veterans Day Parade

Bus will participate as part of parade and then open to the public at end of parade route

Wednesday, November 11: 11am-1pm in Flamingo Park, Miami Beach

Public tours and recordings

PUBLIC CALL TO ACTION: Miami Beach citizens – and people living in surrounding areas -- are invited to honor veterans by sharing personal memories and experiences. Whether through war letters sent or received, through poetry written on a lonely night when thinking about a loved one, by sharing pictures and images of soldier's service –from World War II through present times, neighbors and friends are invited to visit the Lennon Bus during its stay on Miami Beach's Ocean Drive. **For more information please go to www.lennonbus.org/veterans.**

Images, interviews, b roll available. Media interested in covering should contact:

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About the John Lennon Educational Tour Bus

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 12th year of touring, the venture is proud of its brand new 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 Bus, a 501(c)(3) venture, is made possible through the generosity of sponsors including Apple, Maxell Corporation, NAMM, Rock Band 2, Roland, Sibelius, Sonicbids, Godin Guitars, Disc Makers, Edirol by Roland, Mackie, Crate, Ampeg, Boss, Digital Media Academy, The Betsy Hotel, Aphex Systems, Audio-Technica, Glyph Technologies, Neutrik, Music Player Network, Propellerhead, Musician's Friend, Ableton, Digidesign, Apogee, Sony, Abaltat, Litepanels, McDSP, IK Multimedia, Native Instruments, Gretsch Drums, Bogen Imaging, Noise Industries, The Plutzik Goldwasser Family Foundation and broadjam.com. The John Lennon Educational Tour Bus is made possible by an agreement with Yoko Ono Lennon.

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 SOBE -- 305-531-6100, www.thebetsyhotel.com.**