

THE BETSY SOUTH BEACH

THE PHILANTHROPIST COMES TO THE BETSY

Miami Beach, FL June 22, 2009 - The Betsy Hotel on South Beach was the setting for a special preview showing of NBC's new dramatic series, **The Philanthropist**, which is set to premiere on Wednesday, June 24. Inspired by the life and work of Betsy co-owner **Bobby Sager**, the series follows the adventures of a billionaire who channels his passion, energy and fortune into helping those in need in the most troubled parts of the world.

Luminaries including **Darlene and Jorge Perez, Anthony Kennedy Shriver, Iran Issa Khan, Leslie Wolfson** and **Brian Elias, Deborah Plutzik Briggs** of The Betsy and composer husband **Jeff Briggs** as well as artist **Richard Bluestein** enjoyed cocktails and hors d'oeuvres provided by the beautifully renovated hotel's critically acclaimed restaurant, BLT Steak. Betsy co-owner **Jonathan Plutzik** welcomed the young and enthusiastic crowd and introduced his lifelong friend Sager, who gave a brief but stirring talk about his work with the Sager Family Foundation.

Large flat screen televisions were set up throughout the comfortable, sophisticated lobby and restaurant, as guests settled in to watch *The Philanthropist* while dining on highlights from BLT Steak Miami's acclaimed menu, including New York Strip steak, prime rib, salt baked snapper, watermelon and heirloom tomato salad, chopped salad, jalapeno mashed potatoes, roasted asparagus, oregano baked tomatoes and the restaurant's legendary popovers. Desserts included small bits of a delectable crepe soufflé with passionfruit sauce, peanut butter chocolate mousse and housemade ice creams and sorbets.

The Betsy Hotel and BLT Steak at the Betsy are located at 1440 Ocean Drive. For reservations or more information, 305-531-6100 or www.thebetsyhotel.com.

Images available upon request.

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