



THE HEAT GROUP

**BUSINESS COMMUNICATIONS**

**PRESS RELEASE**



**f /MIAMIHEAT @MIAMIHEAT**

AMERICAN AIRLINES ARENA  
601 BISCAYNE BLVD | MIAMI, FL 33132  
P: 786.777.HEAT F: 786.777.1608

Lorrie-Ann Diaz  
LADiaz@heat.com  
786.777.4103

Tim Donovan  
TDonovan@heat.com  
786.777.4465

Cassandra Sigler  
CSigler@heat.com  
786.777.4066

Megan Inglis  
Megan.Inglis@heat.com  
786.777.4170

For Immediate Release

March 11, 2015



# HEAT TO HOST “BLACK TIE ON OCEAN DRIVE” PRESENTED BY HUBLOT

*Exclusive Fundraiser to Include Special Performance by Toni Braxton, Live Auction of One-of-a-Kind Experiences, Hublot Classic Fusion Dwyane Wade Timepiece*

**MIAMI** – The Miami HEAT is bringing a little sizzle to Ocean Drive this Saturday night when they host “Black Tie on Ocean Drive” presented by Hublot, an exclusive fundraising gala. The 2014-15 Miami HEAT team will join Micky and Madeleine Arison and Pat and Chris Riley at [The Betsy-South Beach](#) located at 1440 Ocean Drive for the event on Saturday, March 14 beginning at **5:30 p.m.** The beachside bash will feature a private dinner and live performance by seven-time Grammy-award winning R&B singer, Toni Braxton, as well as a live auction featuring exclusive, one-of-a-kind experiences. The live auction will also highlight presenting sponsor Hublot’s exclusive timepiece, a limited edition “Classic Fusion Dwyane Wade.”

The evening’s Black Tie theme was inspired by the team’s Black Tie uniform, which was unveiled earlier in the season. Black Tie marries the concepts of athletics and basketball to elegance and fashion amid the iconic backdrop of Ocean Drive’s Betsy Hotel in world-renowned South Beach. The event’s cocktail hour, scheduled to begin at 6:00 p.m., will take place on Ocean Drive in front of The Betsy. Ocean Drive will be closed to vehicular traffic from 14<sup>th</sup> through 16<sup>th</sup> Streets from **4:00 p.m.** through **7:00 p.m.** This is the first time the event will be hosted in a semi-public venue, giving HEAT fans the opportunity to see their favorite Miami HEAT players arrive via a red carpet entrance in front of the Betsy Hotel starting at approximately 5:30 p.m.

As a five-time presenting sponsor of the gala, Hublot will donate a signature timepiece—the Classic Fusion Dwyane Wade—which will be auctioned during the festivities. A departure from his first athletic timepiece, the Classic Fusion Dwyane Wade exudes an elegant, sophisticated aesthetic with a sleek 45 mm case made of polished black ceramic. The red, black and regal gold embellishments reflect the colors for which Dwyane is known. The dial features a prominent Dwyane Wade logo integrated into the counter at 3 o’clock, and the printed Dwyane

<<continued>>

Wade signature at 6 o'clock. The red and black watch box resembles a luggage trunk; the type of traveling accessory Dwyane would take on the road, and can securely fit up to four watches.

[The Betsy-South Beach](#), Miami's only luxury Four Star, Four Diamond hotel, is proud to be the first hotel in partnership with the Miami HEAT's annual dinner and share its community engagement philosophy. The transformed boutique hotel's PACE (philanthropy, arts, culture and education) business model champions the power of community by cultivating the sights and sounds of art, music and literature in robust programming that welcomes guests and the public for thought-provoking discourse and cultural enjoyment. April Poetry Month, the city's first A Cappella festival, the JAH LIT Jewish American and Holocaust Literature festival, Miami's first TransArt festival, opera and piano performances, LGBT programming, the city's first IberoAmerican Literary festival, and a signature Writer's Room program ([www.BetsyWritersRoom.com](http://www.BetsyWritersRoom.com)) create community partnerships and transform the oceanfront hotel into a global gathering place. Renowned chef Laurent Tourondel's BLT-Steak is one of Miami's top dining spots, named "Miami's Best Steakhouse" in 2014. For more information, visit [www.thebetsyhotel.com](http://www.thebetsyhotel.com).

Moët Hennessy, the leading importer and marketer of luxury wines and spirits in the USA, is donating a variety of their premium products for Black Tie on Ocean Drive. Once again, local iconic steakhouse Smith & Wollensky is donating the food for the dinner portion of the event. The Betsy Hotel's BLT Steakhouse is donating the cocktail hour refreshments for guests of the gala.

All proceeds from the event will benefit the Miami HEAT Charitable Fund, which supports programs for the betterment of at-risk families in South Florida including Jackson Memorial Foundation Guardian Angels benefiting Holtz Children's Hospital, the Miami Coalition for a Safe and Drug-Free Community, SafeSpace, and Home Strong. Last season, the event raised over **\$1.3 million** for these worthy community programs.

Media can begin to arrive at **5:00 p.m.** The red carpet entrance will begin at **5:30 p.m.** and will end approximately **6:30 p.m.** Media are also invited to cover the live concert performance (**approximately 9:00 p.m.**).

**All media must RSVP to Cassie Sigler by e-mail at [csigler@heat.com](mailto:csigler@heat.com) or phone via 786-777-4066 by 12:00 p.m., Friday, March 13.**

Additional media information will be provided via email at 5:00 p.m. on Friday, March 13.

**Onsite Media Contacts:**

Lorrie-Ann Diaz: 305-510-6435

Megan Inglis: 954-557-8614

Cassie Sigler: 954-319-1144

###