



PRESS RELEASE

FOR IMMEDIATE RELEASE

April 19, 2011

Contact: Sue Ann Scharón
Marketing and Communications Manager
Phone: 954-923-4000 Fax: 954-923-8737
E-mail: sueann@hollywoodchamber.org

16th Annual Hollywood's Expo Alfresco Considered Best Yet!

HOLLYWOOD, FL – On April 13, 2011, the Greater Hollywood Chamber of Commerce's Expo Alfresco – The Ultimate Food, Wine & Tradeshow Experience was nothing less than Hollywood's **LARGEST** outdoor food and wine festival and business expo!

The outdoor soiree took place at the Hollywood's ArtsPark in Downtown Hollywood and drew in over 2,000 attendees. Expo-goers enjoyed scrumptious samplings from over 30 local restaurants, a wine tasting, a Kidz Korner for the little ones and live continuous music with local band Classic Rock Therapy on the main stage.

Hollywood's Expo Alfresco also offered almost 100 local businesses the opportunity to promote their products or services to thousands of potential clients. Entrepreneurs were given the option to sell products as well – A first for Expo Alfresco!

This event was sponsored by: Magic 102.7 fm, GFS Marketplace, the Hollywood Seminole Indian Casino, the City of Hollywood, the Miami Herald, South Florida Sun-Times, Arts Park, InTown Publishing, Waste Pro, Palm Bay International and Hollywood Discount Liquor & Wine. Special thanks to A Great Place to Sit, Muzart Kidz Konnection, Sidram Power, Inc., Homelenders, BJ's, Spaten Beer and Solfaradio.com for their continuous support.

For photos from this year's Expo event, please visit www.hollywoodchamber.org/photo-galleries.

For more information, contact Sue Ann Scharon at 954.923.4000 or e-mail sueann@hollywoodchamber.org.

#