



MIAMI BEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Free Cinema Series at Miami Beach SoundScape Continues

-- Thanks to the Support of the Marilyn and Edward Gadinsky Charitable Foundation --

Miami Beach, FL -- The SoundScape Cinema Series, featuring free weekly movies in the park, returns for a fourth consecutive season through the generous, continued support of long-time Miami Beach residents Marilyn and Ed Gadinsky. The seven-month season kicks off at SoundScape on Wednesday, October 2 at 8:00 p.m. with "The Great Gatsby."

"Marilyn and I are delighted to join with the city for a third year to present the SoundScape Cinema Series in the magnificent SoundScape Park," said Ed Gadinsky. "We share a commitment to provide access to free quality entertainment for Miami Beach residents, families and visitors."

At a time when funding for arts and cultural programs for the public has become a challenge, the Gadinsky's agreed to a cash donation of \$22,000 to cover the costs associated with licensing fees for the movies and technical staff for the event.

"Staff has worked diligently to identify funding sources to off-set the costs of producing this event that provides a unique cultural experience for our residents and visitors," said Miami Beach City Manager Jimmy Morales.

The Gadinskys moved to Miami Beach in 1965. Edward Gadinsky is a successful Florida real estate developer. Marilyn Lane Gadinsky is a former Miami News reporter, award-winning photojournalist, and head of her own public relations firm. She is a founding member of the Miami Children's Museum where she served on the board of directors. The Gadinskys are patrons of arts whose charitable endeavors include the Miami Children's Museum, the Miami City Ballet and the Arsht Center for the Performing Arts.

A beach chair or towel is all moviegoers will need to enjoy cinema under the stars on the beautifully manicured grounds of SoundScape. The films are projected onto a 7,000 square foot wall of the New World Center through a freestanding state-of-the art visual and audio system. SoundScape is located at the southwest corner of Washington Avenue and 17 Street. For more information: www.mbculture.com or 305.673.7577.

Shake Shack®, located at 1111 Lincoln Road, will co-sponsor the opening night, selling its 100% all-natural Angus beef ShackBurger® and Salted Carmel Popcorn frozen custard for \$6 each. All proceeds will benefit the SoundScape Cinema Series. SunTrust Bank will co-sponsor the November 6 showing of "Willy Wonka & the Chocolate Factory."

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