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## MEDIA ALERT

FOR IMMEDIATE RELEASE  
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### **Miami Beach Unveils New Life Guard Towers**

*--Ribbon-cutting planned for Tuesday, February 23 at 10:30 a.m. on 24 Street Beach--*

**Miami Beach, FL** – The City of Miami Beach announces the unveiling of four new brightly colored lifeguard towers that will be added to the already famed 31-piece collection between South Pointe and 87 Street. Miami Beach officials will showcase one of the new towers on Tuesday, February 23 at 10:30 a.m. on the beachfront at 24 Street.

“We are recognized all over the world for the unique and iconic nature of our architecture, and that style extends to the water’s edge,” said Miami Beach City Manager Jimmy L. Morales.

“Designed ultimately for functionality for our Ocean Rescue staff, our lifeguard towers also tell a much larger story than just public safety.”

The new towers were designed by architect William Lane, who began working on this project over two decades ago after Mother Nature provided a clean canvass for him to work with.

“As you know Hurricane Andrew had pretty much wiped out much of the towers, and I was interested in creating some folly,” said Lane. “I saw some opportunity to replace the stands and add another level of veneer to them; make them more playful.”

The new towers were built locally with structurally sound components, such as impact windows and pressure treated wood with stainless steel and aluminum hardware. Their custom designs and color schemes are reminiscent of the five original towers designed by Lane post Hurricane Andrew. He aimed to utilize free form fun shapes and deco/pop inspired colors to enhance the simple ‘nails and bolts’ woodwork construction and easily connect to people of different ages, cultures and social backgrounds. Future lifeguard towers will be based on one of these six new updated designs.

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