

MIAMI BEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Coca-Cola Presents Miami Beach Fire on the Fourth Festival

– Free Entertainment, Fireworks & Performance by Legendary Band The Wailers –

Miami Beach, FL: Celebrate the red, white and blue this Independence Day at South Florida's premier outdoor festival. Enjoy day-long entertainment and activities for the entire family at Miami Beach's North Beach Bandshell Park on Collins Avenue and 73 Street.

Sponsored by Coca-Cola, this outdoor festival kicks-off at 11 a.m. with free yoga on the beach by GreenMonkey and food trucks beginning at 11:30 a.m. Free entertainment with DJs and a kid zone featuring a rock climbing wall, bungee station, inflatable slide and a face painting station will follow at noon. Take in the sounds of Miami favorites Spam AllStars at 3 p.m. and Inner Circle at 5:15 p.m., followed by the band that put reggae on the map — The Wailers at 7:30 p.m. The event concludes by lighting up the night skyline bright with a spectacular fireworks show at 9 p.m.

The Wailers Band brought reggae to the attention of the world outside of Jamaica. Through the concerted musical support they supplied during the 1970s, the band helped elevate Bob Marley to achieve the status of the first "Third World Superstar," and in the process, brought the reggae of their native Caribbean island to audiences on every continent.

A free shuttle service will operate from 11 a.m. to 11 p.m. between the 42 Street garage (stop located southbound Sheridan Avenue north of 41 Street) and the North Beach Bandshell. Service frequency is 30 minutes. In addition, attendees can use the free citywide trolley service operating from 6 a.m. to midnight (exception is Alton-West Loop which operates 8 a.m. to midnight). Service frequency for the trolleys is 10-15 minutes. For more details, visit www.miamibeachtrolley.com.

Styrofoam, glass containers and alcoholic beverages are prohibited. Recycling is highly encouraged. #KeepMBClean. Other sponsors include: Atlantic Broadband, Dishes for Dogs, GreenMonkey Yoga, Hubert's Lemonade, MB Suncare, T-Mobile and Zico Coconut Water.

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