



FOR IMMEDIATE RELEASE

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MIAMI'S FIFA WORLD CUP™ BLOCK PARTY TO BE SEEN BY NATIONAL TELEVISION AUDIENCE

MIAMI (July 10, 2010) - ABC and Univision both plan to include Miami's block party celebration as a part of their national coverage of the 2010 FIFA World Cup™ from South Africa. The Block Party, to be held on South Miami Avenue in front of Segafredo Brickell (1421 South Miami Avenue), will feature pre-game, halftime and postgame entertainment to celebrate the 2010 Title Match and highlight the USA and Miami bid to host the FIFA World Cup in 2018 or 2022.

"We need everyone in Miami to come out and be a part of this celebration," said Commissioner Jose "Pepe" Diaz, Chairman of the Miami-Dade Sports Commission and the Miami / Host City Bid Committee, "we will have the eyes of the world on us, so let's show everyone the passion we have for the FIFA World Cup."

The Block Party will begin at 12 noon on Sunday, July 11, and will offer a great opportunity to catch all of the exciting action of the 2010 FIFA World Cup™ Title Match between the Netherlands and Spain, take in a free concert, enjoy great food and drink, and continue to build the momentum for Miami's own World Cup Bid effort. The block party will also provide an opportunity for fans to sign the petition supporting the Miami bid and sign up to become a part of the South Florida Soccer Coalition.

Taking the stage to perform during the event will include, Pussycat Doll Jessica Sutta, international recording artist Nuriya, Miami-based fusion band Suenalo, DJ Cedric Gervais, and 10-year-old prodigy Ethan Bortnick. More surprise appearances are expected.

"This event will be a wonderful opportunity for our City to showcase the efforts of Miami's World Cup Bid," added Mayor Tomas Regalado, "We would be honored to host the FIFA World Cup™ in 2018 or 2022 and the block party will give the world a preview of what our





great City is capable of."

Those interested in attending the event are encouraged to take public transportation, as parking is limited. Take the Metromover to the Financial District (aka "World Cup") Station for the best access to the event. For more information on County transportation, please visit: www.miamidade.gov/transit.

For more information on the watch parties or Miami's bid, please call (305) 818-7188 or visit www.miamisports.org.

To sign the online petition to support Miami's bid or to learn more about the USA's World Cup bid, click www.gousabid.com/miami.

ABOUT MIAMI-DADE SPORTS COMMISSION

The Miami-Dade Sports Commission was created by the Miami-Dade County Board of County Commissioners in 2003, and opened for business in April of 2004. The Sports Commission promotes sports in Miami-Dade County, and works to secure sports events that will generate economic impact for the community.

For more information about the Miami-Dade Sports Commission, please visit www.MiamiSports.org.

ABOUT MIAMI/HOST CITY BID COMMITTEE

As a part of and in support of the USA Bid Committee's effort to bring the 2018 or 2022 FIFA World Cup™ to the United States, and Miami, the Miami-Dade Sports Commission created the MIAMI Host City Bid Committee to lead the local bid efforts. Under the leadership of the organization's Chairman, County Commissioner Jose "Pepe" Diaz, the Sports Commission assembled its own "dream team" to mirror the prestigious group selected to lead the USA Bid Committee. Members of the committee include:

Commissioner Jose "Pepe" Diaz - Chair, Miami-Dade Sports Commission and MIAMI Host City Bid Committee

Facundo Bacardi, Chairman of the Board, Bacardi Limited





Marcelo Claure, Chairman, President & CEO, Brightstar

Teofilo "Nene" Cubillas, Soccer Legend

Mike Dee, CEO, Miami Dolphins/Dolphins Enterprises

Peter Dolara, Senior Vice President, American Airlines

Emilio Estefan, Grammy Award Winning Producer & Songwriter

George Feldenkreis, Chairman/CEO, Perry Ellis International

Alonzo Mourning, NBA Legend / Chairman, Alonzo Mourning Charities

Jorge Perez, Chairman, The Related Group

Stephen Ross, Founder/Chairman/Owner, The Related Companies and Owner, Miami Dolphins/Dolphins Enterprises

William Talbert, CEO, Greater Miami Convention & Visitors Bureau

Harvey Ruvlin, Clerk of Courts and Chairman of the County's Climate Change Advisory Task Force (CCATF)

Tony Villamil, Principal Advisor for the Washington Economics Group (WEG)

Mike Sophia - Executive Director, Miami-Dade Sports Commission and MIAMI Host City Bid Committee

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