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**For Immediate Release:**

**New Name- Same Great Destination**

**-Sunny Isles Beach Resort Association Changes Name to Sunny Isles Beach Tourism and Marketing Council -**

March 2, 2010 (Miami, FL) --- The marketing organization behind Sunny Isles Beach Miami, Florida's Riviera will undergo a name change according to Ibis Romero, Executive Director of the Sunny Isles Beach Resort Association, which will now be called the "Sunny Isles Beach Tourism and Marketing Council." Over the years this organization has evolved into a domestic and global tourism marketing arm for the city as well as a catalyst for branding our beautiful city around the world, added Romero.

The City of Sunny Isles Beach is perfectly situated between Miami and Fort Lauderdale, giving you unequalled access to world-renowned restaurants, nightclubs, theaters, cultural and convention centers and more. In just 15 minutes, you can be strolling on Ocean Drive in South Beach, where you'll feel the pulse of Greater Miami. Spend your days enjoying our world class resorts or strolling in one of city parks which now offer free internet access.

Mayor Norman Edelcup added "Our commitment is to create an environment in which businesses, residents and tourists thrive in our community." To that end Ms. Romero, will continue to walk hand in hand with the Greater Miami Convention and Visitors Bureau to position Sunny Isles Beach for success in the domestic and global tourism market; as well as working to bring more world class special events to the City; such as the Sunny Isles Beach Jazz Festival and the OSS Off Shore Powerboat Races.

For further information on Sunny Isles Beach Tourism and Marketing Council visit [www.sunnyislesbeachmiami.com](http://www.sunnyislesbeachmiami.com) or call Ibis Romero, Executive Director at 305-792-1952.

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