



## ME Productions Creates Swingin' 70s Party for the 9th Annual Miami HEAT Family Festival

April 2006 – Florida's largest event design company, ME Productions, was pleased to be selected for a seventh time to design and produce the Annual Miami HEAT Family Festival, presented By Carnival Cruise Lines and held at the AmericanAirlines Arena. The March event featured a Swingin' 70s party! atmosphere with over 2,000 in attendance.

“This event keeps getting bigger and better every year,” said ME Productions Executive Sales and Event Manager Ted Boyd, “The 70's are remembered for wild coloured polyester, mood rings, disco, and Saturday Night Fever, Charlies Angels and Rocky. This gave our production company a lot of groovy ideas to capture the dance fever of that time. We enjoyed creating the décor and being a part of an event that raises funds and attention for important charitable causes.”

ME Productions created a special backdrop for HEAT players, coaches, celebrities and families for a day of family fun and fundraising. Over 100 celebrities and sports heroes attended the festival which, this year, included edu-talks challenging sports games, and more.

From dance clinics and shooting hoops with HEAT players, to player autographs and photo opportunities, all within an seventies atmosphere, this year's Miami HEAT festival was a memorable and unique day of fun.

This year the party included:

- A live 70's cover band
- A *Soul Train* tunnel area
- Miami Heat Dancer performance
- Miami Heat Golden Oldies performance
- Jr. Jam performance
- Miami Heat Arcade including *Flip a Frog*, *Tic Tac Toe*, *Baseball Challenge*, *Balloon Darts*, *Milk Bottle Throw*, *Break a Plate* and more!
- Miami Heat Hoop Drills Demos
- Celebrity Dunk Tank
- 1970's Groovy Game Zone including face painting and games of Twister
- Celebrity Bars
- Inflatable Basketball

According to event organizers, this event raised about \$1.5 million for charities, with the proceeds from the Miami HEAT Family Festival benefiting the Miami HEAT Charitable Fund; the Jackson Memorial Foundation's Guardian Angels, the Holtz Children's Hospital; Safe Space (a domestic violence shelter for women); and The Miami Coalition for a Safe and Drug Free community, and various other South Florida charities.



**About ME Productions**

Florida's largest Meeting and Special Events firm, ME Productions, is an award winning full service destination Management and Event Production Company specializing in national and international corporate events, Business Theater, staging, audio-visual, music and entertainment. For further information, contact Ted Boyd at (800) 544-0033 extension 171. The company web site address is [www.meproductions.com](http://www.meproductions.com), or send e-mail inquiries to [tboyd@meproductions.com](mailto:tboyd@meproductions.com).

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