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**For Immediate Release**

**Riverwalk A&E District Unveils Intriguing New Website:  
A One-Stop Resource for All That is Cultural in Fort Lauderdale**

Comprehensive Site Includes New User-Friendly Events Calendar,  
Blog Posts About Area Happenings, Map to Navigate The District and Much More

**Fort Lauderdale, Fla. – Feb. 20, 2015** – Riverwalk Arts & Entertainment (A&E) District has made it even easier for visitors and locals to “Do The District” with its new appealing and easy-to-use website at [www.riverwalkae.com](http://www.riverwalkae.com). Within a colorful and vivid backdrop, the site includes a user-friendly events calendar, informative blog posts about The District’s latest happenings, a map making it simple for visitors to navigate the area, and much more.

Consolidated into one comprehensive resource, information on the website allows visitors to research and book Fort Lauderdale’s most exciting cultural attractions and events, and learn about area hotels, dining, shopping, transportation and more.

**Events Calendar**

The website’s eye-catching events calendar lists all events in The District in date order. Each listing is accompanied by a colorful image, as well as event details, booking opportunities, venue information and related events. The calendar also allows visitors to refine their search by date(s), event name, venue and interests, including Art, Comedy, Dance, Educational, Family, Festival, History, Music, Opera and Theatre.

**“The District Insider” Blog Posts**

At the website’s “The District Insider,” visitors can peruse blog posts about what’s new and exciting with Riverwalk A&E District partners and area attractions. Searches can be refined by name or interests, including Academy Workshop, Art, Dance, Events, Family, Festival, History, Jazz, Lecture, Music, Opera and Theatre.

**Map**

The District Map, designed to be very easily navigable, features area attractions, parking, The District transportation and weather and seasons. It also highlights points of interest, parks and public spaces, Water Taxi and Sun Trolley stops, dining, and helipad and boat anchorage locations.

Additional site features include:

- Links to The District’s area partner websites: Broward Center for the Performing Arts, NSU Art Museum Fort Lauderdale, Florida Grand Opera, Fort Lauderdale Historical Society, Historic Stranahan House Museum and Bonnet House Museum & Gardens.

- A downloadable, electronic version of the slick Riverwalk A&E Guide, including features, extraordinary images, events calendar, and Fort Lauderdale directory; as well as spotlight performances, festivals, museum exhibits, kids' activities, etc., and more
- Weddings & Special Events information for The District partners, and Request for Proposal
- Meetings & Group information for The District partners, and Request for Proposal
- Vibrant images of Fort Lauderdale area attractions
- The District Press Room

“Our new, updated site makes it incredibly easy for visitors to research, plan and book all they would like to experience in The District,” said Carmen Ackerman, project manager for Riverwalk A&E District. “Rather than visiting multiple sites/making endless phone calls, our site allows them to use one resource to tailor their experience, based their own interests. The new site perfectly reflects of our mission to promote cultural tourism in South Florida.”

The website was created and is maintained by Fort Lauderdale-based [Tambourine](#), which specializes in Internet marketing and ecommerce for hotels and tourism boards.

#### **About Riverwalk Arts & Entertainment District**

Riverwalk Arts & Entertainment District is a unique partnership of arts and entertainment organizations located along the New River in downtown Fort Lauderdale with the express mission of promoting cultural tourism in South Florida. Presenting over 1000 individual events each year, The District attracts well over 1 million visitors annually. Partners of The District Consortium include Broward Center for the Performing Arts, NSU Art Museum Fort Lauderdale, Florida Grand Opera, Fort Lauderdale Historical Society, the Historic Stranahan House Museum and Bonnet House Museum & Gardens. It is supported by the Broward County Board of County Commissioners as recommended by the Broward Cultural Council and the Greater Fort Lauderdale Convention & Visitors Bureau. For more information about The District and its partners, visit [www.riverwalkae.com](http://www.riverwalkae.com).

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Editor's Note: The 2014–2015 comprehensive The District calendar listing all confirmed events and high-res images are available upon request.