

For Immediate Release

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IT'S A SHORE THING

Shore Club resurrects Miami's most infamous Sunday pool party

Miami Beach, Florida (April 2013) – A lot went down in 2009. You probably remember where you were when Michael Jackson died, Tiger Woods had his secret life exposed and, of course, Taylor Swift got Kanye'd at the MTV Video Music Awards. Whatever happened during the week, Miami hit the pool. Celebrities like singer, Flo Rida, were often seen partaking in South Beach's sexiest, hottest and tiniest bikini clad pool party, Shore Thing, at Shore Club. Forward ahead four years, Shore Club has resurrected the infamous Sunday bash with old friends and new perks!

“Sunday pool parties in South Beach have always meant one thing - Shore Club,” said Lucy Martin, General Manager of Shore Club. “Our pool parties are legendary. No one in town knows how to do them better!”

Attracting celebrities, locals and guests on any given day, you can only image the caliber of the party goers when Shore Thing is in full swing. So far, Olympian Ryan Lochte has been spotted enjoying the azure infinity pool that has become an icon in Miami Beach. The original mix masters are back to Shore Thing - DJ Irie, DJ Mateo Difontaine and DJ Gunars. They will be spinning beats till the sun goes down every Sunday. Considered one of the most beautiful pools in South Beach, guests will be transported into a gorgeous oasis set against sensual lush tropical gardens, inspired by the rich intense Matisse color palette of Yves Saint Laurent's Jardin Majorelle in Marrakech. Shore Club's Shore Thing refines cool in Miami's South Beach

Sundays at Shore Club is South Beach's supreme hotspot and the perfect playground to socialize. Bigger, better and filled with Miami's exotic guests from around the globe, Shore Thing features a variety of lively spaces to mix and mingle in style. Day beds, cabanas, champagne toasts and gorgeous staff populate this tropical paradise. Celebrities are abound... Sofia Vergara, Fergie and Usher have been spotted at Shore Club, but the reality is that you will never know who you will bump into until you ease yourself down on of their custom tufted beds, ranging from 12x12 feet to 30x4 feet. These relaxed lounging areas are covered in hand-painted pillows and large painted throws, all by artists Izhar Patkin and Kim MacConnel. The gardens that surround the azure infinity pools are bursting with hundreds of species of tropical and Mediterranean plants and trees such as the traveler palms, giant bird-of-paradise, a wide variety of cacti and gardenias.

The beach is easily accessed directly from the pools and there's no cooler locale from which to keep an eye on the scene. The two pools are separated by Rumbar, an intimate gathering place offering 75 different types of the world's best rums.

Kick off your Sunday, with a modern addition to the Shore Thing experience and indulge in everything from omelets, lemon ricotta pancakes and French toast to salads, pastas, seafood and desserts at Terrazza's libation-unlimited **Ladies Who Brunch**. Once you hit the pool, stay hydrated with Grey Goose and Moët and Moët Ice specials. For brunch reservations, call 305.695.3226.

WHEN: Sundays - Pool Party: 1pm to Sundown / Brunch: 11am to 4pm

WHERE: Shore Club - 1901 Collins Ave, Miami Beach

SOBRE MORGANS HOTEL GROUP

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