

THE MOSAIC GROUP

2930 Okeechobee Blvd, Ste 205, West Palm Beach, FL 33409

www.upscalebymosaic.com



Media Contact:

Ann Marie Sorrell

E: asorrell@upscalebymosaic.com

P: 561.531.4046

PRESS RELEASE

FOR IMMEDIATE RELEASE

STEEL DRUMS, CARBBEAN ART & CRAFTS, SPICY CRUSINES – THE CARIBBEAN MEETS DELRAY BEACH

West Palm Beach, FL | Tuesday, May 17, 2011 | 8AM: On Saturday, May 21, 2011, The Mosaic Group in conjunction with the City of Delray Beach will kick off Island Flair on the Ave, a Caribbean style market in the new West Atlantic Plaza. **Island Flair on the Ave** is an open aired market that includes live Caribbean music (steel drum players, reggae artists, and DJs), various craft vendors, and delicious Caribbean food.

Merchants and residents have voiced their concerns about the lack of events that take place on West Atlantic Avenue. In an effort to bring more events to the West Atlantic area, Stephanie Immelman of the Delray Beach Marketing Cooperative contacted the Mosaic Group to discuss creating an event that would be fun, family friendly and reach out to the community at large, thus the creation of **Island Flair on the Ave**. Stephanie stated, "We're delighted that the Mosaic Group has agreed to host their event in Delray Beach at the SW 5th Avenue Plaza. The Plaza was designed specifically for events and activities such as **Island Flair on the Ave**. I can't wait to try some of the food!"

Island Flair on the Ave will not only bring a new flavor to West Atlantic Avenue, but will also bring foot traffic to the merchants in the Historic Business District along SW 5th Avenue. This event will attract residents and merchants of Delray Beach and visitors from the surrounding communities as far South as Miami-Dade County and as far North as the Treasure Coast. Vice Mayor, Angeleta Gray states "I am so excited about Ann Marie Sorrell and The Mosaic Group, they have been very successful about planning wonderful events and bringing people together, I can't wait to see what they have planned for Delray Beach. I would like to thank our City Commissioners and our Community Redevelopment Agency (CRA) for supporting this endeavor".

Residents are invited to come out and bring the family to shop, stroll, and enjoy the day. **Island Flair on the Ave** is free and open to the public. Vendor Opportunities are available. Food vendors are \$75 and craft/non-food vendors are \$40. Two spaces are available each month to non-profit organizations at no charge.

Island Flair on the Ave begins May 21st thru November 19th (every 3rd Saturday) from 12pm-7pm. The West Atlantic Plaza is located at the corner of SW 5th Avenue and Atlantic Avenue in Delray Beach.

Market Dates:

Saturday, May 21

Saturday, June 18

Saturday, July 16

Saturday, August 20

Saturday, September 17

Saturday, October 15

Saturday, November 19

[MORE](#)

For more information, contact The Mosaic Group at 561.290.6739, info@upscalebymosaic.com or visit us online at www.upscalebymosaic.com.



island flair

Delray Beach FL

ON THE **Ave.**

Island Flair on the Ave
 SW 5th Ave Plaza, Delray Beach
 Every 3rd Saturday 12pm-7pm
www.upscalebymosaic.com

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FREE & Open to Public
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July 16	October 15
August 20	November 19

Vendor & Sponsorship Opportunities Available
 Contact The Mosaic Group 561-290-6739
info@upscalebymosaic.com for more info.

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ABOUT THE MOSAIC GROUP

The Mosaic Group is a full service events management, marketing and public relations firm, which employ experienced specialists to make any event, campaign and community involvement effort successful. Our clients are organizations that are interested in diversification, increasing their visibility in the community and developing mass marketing opportunities. The Mosaic Group has more than 20 years of combined marketing experience and provides clients with the total solution: a one-stop-shopping experience, out-of-the-box campaigns, and increased visibility. Visibility → Sustainability → Profitability. *The Mosaic Group, Your Visibility Team*