



# Cultural Umbrella PR for Applicants

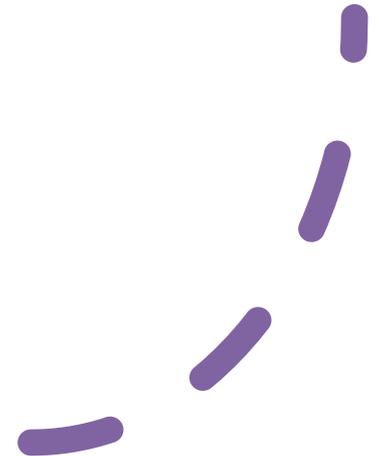
The  
Florida Keys  
& Key West  
... come as you are®

The Florida Keys & Key West logo is centered in the bottom white oval. It features the text 'The Florida Keys & Key West' in a blue serif font, with 'The' in a smaller size above 'Florida'. Below this, the tagline '... come as you are®' is written in a smaller blue font, with three dots preceding the text. To the right of the logo, there are several decorative blue dashes of varying lengths and orientations.

# Public Relations Means ...

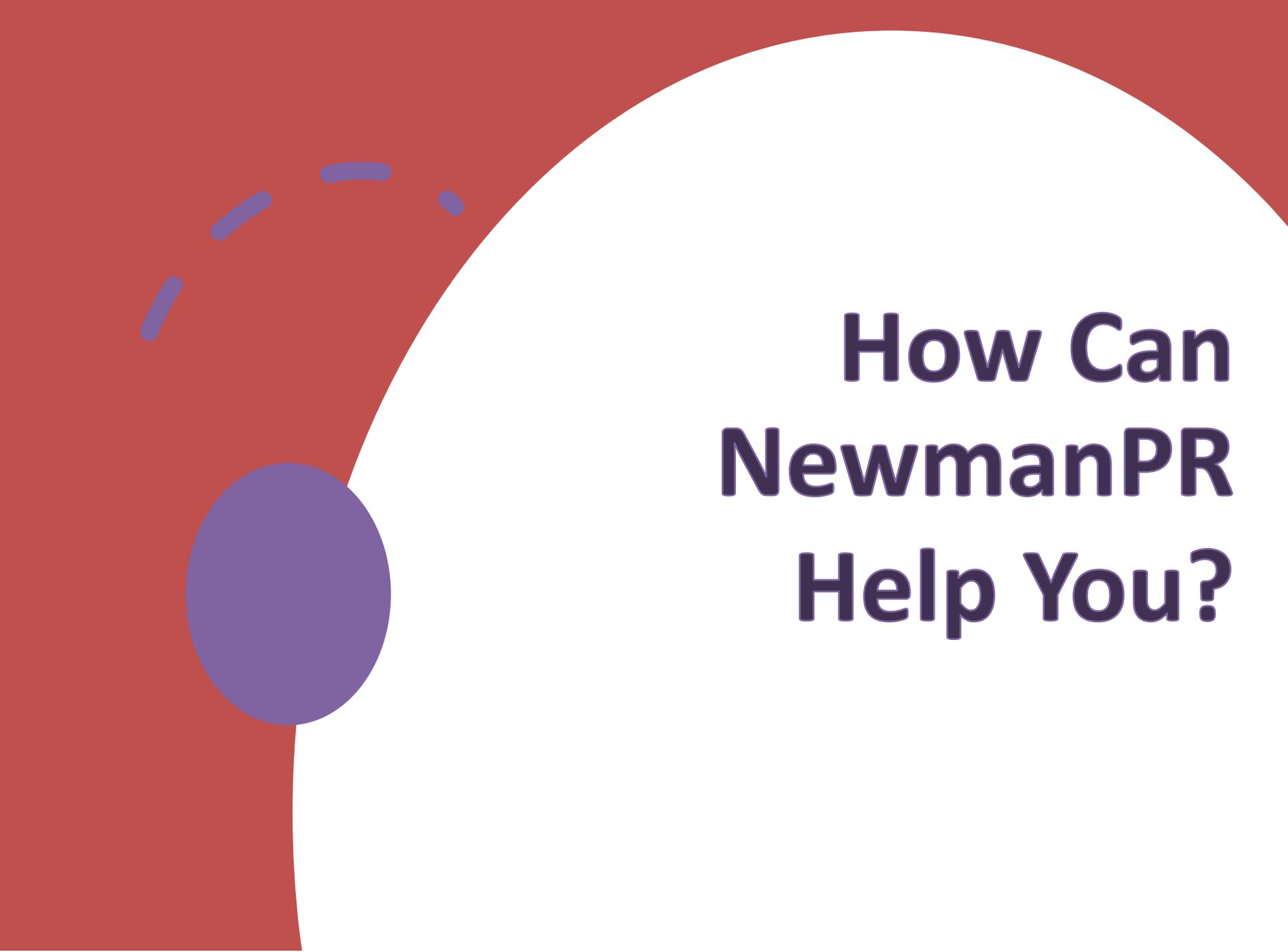
## Getting information about your offering to media

- Traditional (newspapers, magazines)
- Online (e-publications, bloggers)
- Social (Facebook, Twitter, Instagram etc.)



# Social Media's Leading Role

- Reach your target audience directly
- Spread the word yourself
- Complement traditional media coverage
- Expand your message's reach



# **How Can NewmanPR Help You?**

# Afro Roots Fest to Stage Multicultural Musical Events in Key West and Islamorada



Afro Roots Fest features performances of the 'Everglades Songbook Suite,' blending acoustic stylings and natural sounds recorded in the park. Image: Community Arts & Culture

**FLORIDA KEYS** – Audiences can celebrate world music in the Florida Keys during the annual Afro Roots Fest, whose 2022 season includes multiartist showcases in Key West and Islamorada.

The award-winning festival is to take center stage in Key West Thursday through Saturday, April 28-30, and over Memorial Day weekend in Islamorada, with shows scheduled Saturday and Sunday, May 28-29.

📅 Jan 19, 2022 - Apr 20, 2022 [📍 Islamorada](#) [🎨 Arts & Culture](#)

## 'Dive into Art: FantaSea' Exhibit at History of Diving Museum

📞 3056649737 [✉ Email](#) [🌐 Website](#)

This new exhibit and art show is to encompass fantasy elements tied to the ocean: mermaids, pirates, sea monsters and more, as well as literary themes such as fairytales, fantastical poems and epics. The fourth and largest collaborative effort with the Art Guild of the Purple Isles, the exhibit features art made by AGPI members as well as art created by students at eight different Keyswide schools. The student art ranges from sculptural hard cover books to giant story panels. Following the close of the museum's exhibition, these books are to be on display at Monroe County Libraries as a traveling exhibit.

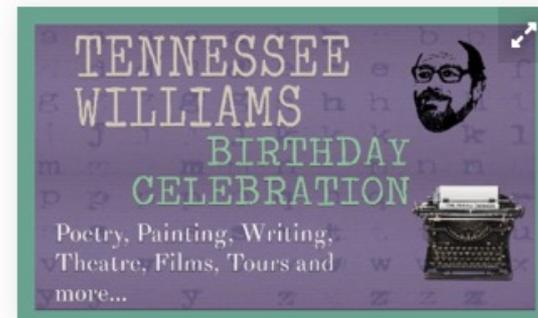


📅 Mar 1, 2022 - Apr 1, 2022 [📍 Key West](#) [🎨 Arts & Culture](#)

## Tennessee Williams Birthday Celebration

[🌐 Website](#)

Internationally renowned playwright Tennessee Williams, who lived in Key West for more than 30 years, once said of his chosen home, "I work everywhere, but I work best here." Fans of Williams' classic plays can explore his writing and life in the island city through screenings of films adapted from his work, prose and poetry contests, theater presentations, curator-led tours of Key West's Tennessee Williams Museum, located at 513 Truman Ave., and a commemoration of the 111th anniversary of his birth.



📅 Mar 24, 2022 - Apr 16, 2022 [📍 Marathon](#) [🎨 Arts & Culture](#)

## Marathon Community Theater presents: The Outsider

📞 Box Office 305-743-0994 [🌐 Website](#)

A timely and hilarious comedy that skewers politics and celebrates democracy. Show dates and tickets available online; performances at 8 p.m., with a Sunday 3 p.m. matinee. Running concurrently in the MCT Gallery during the run of The Outsider is an exhibition by the Florida Keys Watercolor Society. Supporting local cultural arts, the FKWS is donating a percentage of exhibition art sales to help fund MCT productions.



# The Florida Keys & Key West *Keys* *Traveler* FLORIDA KEYS TRAVEL NEWS

**February 2022** **Annual Cultural Issue**

## Featured Event



### **‘Give ‘Em Hell, Harry!’ to Star Truman’s Grandson at Former President’s Retreat**

History lovers can experience two Presidents Day weekend events at the Harry S. Truman Little White House in Key West, Florida’s only presidential museum, including a theatrical production on Truman starring the 33rd president’s oldest grandson. “Give ‘Em Hell, Harry!” is scheduled Feb. 18-19 on an outdoor stage at the Little White House.

## Florida Keys Lifestyle



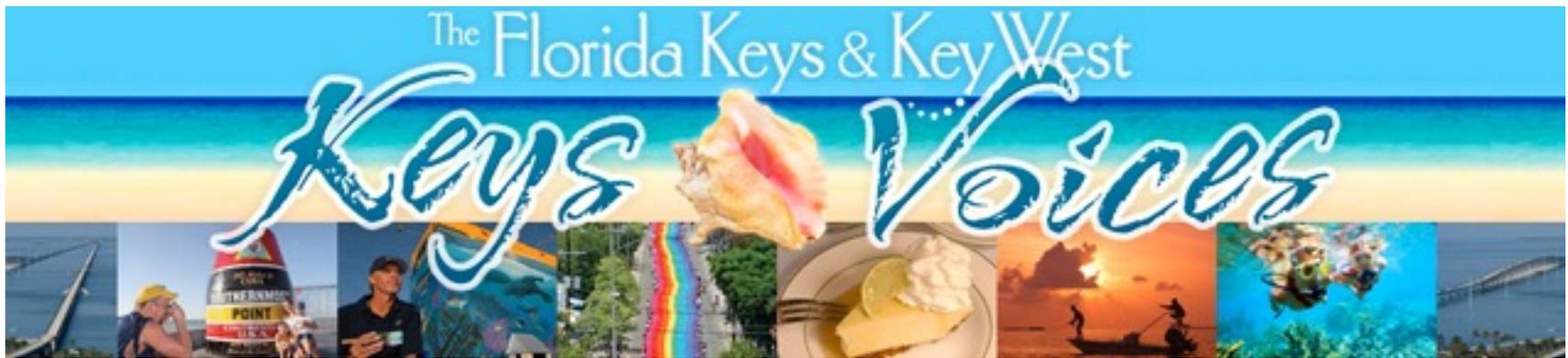
### **Keys Music**

Live musical performances and music festivals provide Florida Keys visitors year-round entertainment options that complement the island chain’s roster of arts and cultural events. From the Upper Keys to Key West, renowned artists in genres ranging from classical to classic rock share their talents in a variety of distinctive indoor and outdoor venues.



### **Keys Theater**

The 2022 performing arts season in the Florida Keys & Key West offers audiences lively musicals, comedies, dramas and first-class community theater as well as shows starring local and visiting standup comedians. From the Marathon Community Theatre’s “The Outsider” to Fringe Theater’s “Looped,” the season is rich in offerings for virtually everyone.



The Morada Way Arts & Cultural District's monthly art walks turn the Morada Way area into a lively avenue of unique artistry, live music and culinary offerings.

Artists are lured to the Keys, a 125-mile-long island chain like no other, because of the color-drenched natural scenery – and also because of the deep collective creative spirit that's richly apparent from Key Largo to Key West.

This season, the Keys feature fresh-air strolls that explore the matchless talent, fascinating work and unique lifestyles of skilled local artists.

So where and when can you experience the outdoor splendor of "art strolling" in the Keys? Check out some highlight opportunities here.

In Islamorada, the next **Third Thursday Morada Way Art Walk** is the evening of Feb. 17. Within a six-block corridor between mile markers 81 and 82 in the village's thriving Morada Way Arts & Cultural District is a favored local scene for gallery shopping, imbibing and nibbling. Participants include Morada Way Clay, Jessica Ann Art, Rum Brush and Limelight Studio/Gallery among others.

And if you can't make the February event, don't worry – subsequent art walks are scheduled March 17, April 21, May 19, June 16, July 21, Aug. 18, Sept. 15, Oct. 20, Nov. 17 and Dec. 15.

The **Stock Island Art Stroll** on Saturday, Feb. 12, includes tours of off-the-beaten path art studios on the Lower Keys' Stock Island – where the fast-growing creative community is becoming one of the most distinctive attractions. Stops feature a variety of eclectic shops and studios with multiple artists in disciplines ranging from sculptures to woodworking, mosaics and fabric art. Additional Saturday strolls are slated March 12, April 9, May 14, June 11 and July 9.

# Social Media



**The Florida Keys & Key West** was live.

February 17 · 🌐



We're live at Islamorada's Third Thursday Morada Way Art Walk, enjoying the fine art, galleries, live music, culinary treats and locally-made libations. This great creative gathering takes place on the third Thursday of every month in the Morada Way Arts & Cultural District, located on Morada Way between mile markers 81 and 82. <https://moradaway.org>



# Your Own PR Targets



ONLINE PUBLICATIONS  
AND EVENT  
CALENDARS



TOPICAL WEBSITES AND  
E-NEWSLETTERS



BLOGGERS AND  
INFLUENCERS



SOCIAL MEDIA GEARED  
TO YOUR AUDIENCE

Use TDC  
PR  
Funding  
For:

- Payment to a PR provider approved by NewmanPR
- Producing and distributing PR materials to print, radio and TV, online and social media, and influencers

Let  
NewmanPR  
Be Your  
Resource

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