

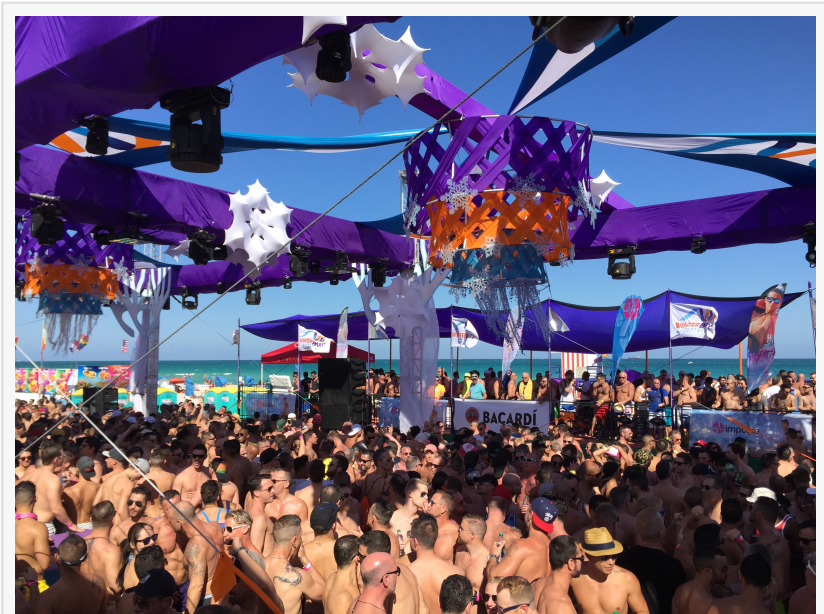
Winter Party Festival Surpasses Last Year's Record as Revenue Reaches Almost \$1.2 Million

Event Milestone Benefits National LGBTQ Task Force & Florida Charities; 2016 Highlight Video Unveiled & Includes Major Beach Party DJ Announcement for 2017

MIAMI BEACH, FL, UNITED STATES, May 10, 2016 /EINPresswire.com/ -- While the proceeds are still being tabulated and additional revenue is trickling in, officials at the [National LGBTQ Task Force](#) ("the Task Force") state that the amount raised at this year's [Winter Party Festival](#) has already surpassed last year's \$1.1 million milestone and is the largest fundraising achievement in the Festival's history. 2016 was also another year of record-breaking attendance and all-time-high ticket sales. Winter Party Festival, produced by the Task Force, is an iconic six-day celebration and annual fund- and consciousness-raising event committed to increasing awareness and securing basic rights and protections for lesbian, gay, bisexual, transgender, and queer ([LGBTQ](#)) people.

"Exceeding last year's remarkable number is an enormous triumph," said Russell Roybal, deputy executive director for the Task Force. "The Task Force is overwhelmingly gratified by this year's turn out, level of corporate support, and the loyalty and enthusiasm of our ever-increasing audience. Winter Party

continues to break ground for the LGBTQ community and generates impressive funds to support not only the Task Force's important work nationally, but also the many South Florida non-profit organizations funded through our grant to The Miami Foundation."



The Beach Party at Winter Party Festival



Under One Sun Pool Party at the Shelborne Wyndham Grand Hotel

After six days of sun and fun in Miami Beach, attendance topped 13,000 with guests coming from as far away as Australia, Brazil, Germany and the United Kingdom. Sold-out events included the WE Party: Gods of Olympus; Energy; the VIP Cocktail Reception; and the Under One Sun Pool Party at the Shelborne Wyndham Grand South Beach, the host hotel for the event. Winter Party's signature event, The Beach Party, also drew record-breaking attendance.



Winter Party Festival logo

“Amazing is an understatement. What an

incredible feat for our community. Winter Party blew past all expectations and even topped last year's benchmark,” said Justin Bell, Winter Party Festival Chair. “This year we had plenty to celebrate. With that in mind, we set out to create an even bigger, better, more exciting Festival to acknowledge the achievements made by our global LGBTQ and allied communities.”

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*Russell Roybal, National
LGBTQ Task Force*

Proceeds from the annual Winter Party Festival and the National LGBTQ Task Force Gala - Miami support the National LGBTQ Task Force's local and national advocacy, organizing, and leadership development work for LGBTQ people. Additionally, the National LGBTQ Task Force donates a significant portion of the proceeds to multiple organizations serving LGBTQ people in South Florida through grants distributed by The Miami Foundation. Since 2005, the National LGBTQ Task Force has contributed more than \$2.1 million to over 70 local South Florida organizations, and just recently provided the largest donation in history thanks to a record-breaking year for both events.

Winter Party Festival is produced with on-going and new support from major sponsors including Showtime/Penny Dreadful for continued support of the Under One Sun Pool Party; Bacardi's ongoing support of the entire Festival and the Task Force; The Art of Shaving for its sponsorship of the VIP Cocktail Reception held at the New World Symphony; and Impulse Group South Florida's new support of the VIP Experience at the Beach Party, as well as its presence at the Under One Sun Pool Party.

Additional sponsors include the Miami Beach Visitor and Convention Authority, AIDS United, HOTSPOTS, Genre Latino, Coca-Cola, Monster Energy Drink, Office Depot, Walgreens, Chili's, Lagunitas Brewing Company, Miami-Dade College's Miami International Film Festival, Wet International, Miami-Dade Tourism Development Council, Atlantic Broadband, Florida Agenda, Guy Magazine, Miami-Dade Tourist Development Council, Next Magazine, noiZe, buzz, and Wire Magazine.

Dates for Winter Party 2017 are March 1-6. For more information, visit www.winterparty.com.

About the National LGBTQ Task Force

The National LGBTQ Task Force works to secure full freedom, justice and equality for lesbian, gay,

bisexual, transgender and queer (LGBTQ) people. For over forty years, we have been at the forefront of the social justice movement by training thousands of organizers and advocating for change at the federal, state, and local level. www.thetaskforce.org.

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