

## Miramar Cultural Center Leverages Social Influencers to Make Their “Miramark”

### Follow #MiramarStars on Twitter

November 7, 2013 – Miramar, FL The Miramar Cultural Center (<http://www.miramarculturalcenter.org/>) is getting the word out about their innovative programming and community-building activities in a novel way this season. Harnessing the power of social media, the Center has invited leading local social media “influencers” to join them in a season of discovering the Center and sharing their experiences with their online followers. Influencers, who were selected for their impact in the greater Miramar metro area, have been invited to attend a number of special events, ranging from the Art Gallery opening to a meet and greet with the Center’s management team. The influencers, known collectively as the #MiramarStars, toured the facility and have access to all shows for the 2013-2014 season, with the goal of raising awareness about the six-year old Center and its diverse programming and facilities.

For updates, please follow the Center’s Twitter feed at @MiramarCultural, the program hashtag #MiramarStars and the influencers themselves:

@JewelFigueras  
@WestonVida  
@SouthFloBound  
@LasOlasLocal  
@Jonathanlattuf  
@karlitagmr  
@Lafamiliadb  
@ArtisticVibes  
@RhettThompson  
@AndreaNugent  
@CAHFI  
@JesGDiaz  
@the\_lovelybee  
@WestonVida  
@BSideEnt  
@LaFemmeMorena  
@AdriCarrera  
@AifosAgency  
@MIAMI\_VIEW  
@AVRMedia

The Miramar Cultural Center | ArtsPark is located at 2400 Civic Center Place on Red Road, north of Miramar Parkway, in Miramar. Miramar Cultural Center/ArtsPark can be found on Facebook at [facebook.com/MiramarCulturalCenter](https://www.facebook.com/MiramarCulturalCenter) and on Twitter @MiramarCultural.

#### About Miramar Cultural Center | ArtsPark

The Miramar Cultural Center | ArtsPark is a collaborative effort of many who share a fundamental commitment to the arts as essential to building a strong and vibrant community. The project is funded in part by Broward County through the Broward County Board of Commissioners with proceeds from 2000 Safe Parks & Land Preservation Bond. The Center also acknowledges the support of the State of Florida Department of State, Division of Cultural Affairs, the Florida Arts Council and the National Endowment for the Arts.

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