

THE
B E T S Y
S O U T H B E A C H

MEDIA ALERT

FOR IMMEDIATE RELEASE

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THE BETSY-SOUTH BEACH PARTNERS WITH O, MIAMI AND MIAMI BEACH GAY AND LESBIAN CHAMBER OF COMMERCE TO PRESENT “PRIDE (POETS) LIGHT THE NIGHT: A TRIBUTE TO VICTIMS OF THE PULSE NIGHTCLUB MASSACRE” WITH SPECIAL READING OF “ONE PULSE – ONE POEM” BY LGBT POET RICHARD BLANCO

Miami (March 27, 2017) – [The Betsy-South Beach](#) is proud to support [Miami Beach Gay Pride](#) with “Pride (Poets) Light The Night,” a tribute to the victims, families and friends of the PULSE Nightclub tragedy in Orlando last year. The Betsy is one of 40+ buildings throughout Miami that will display rainbow colors and LGBT flags during Pride 2017, as part of a larger citywide project called Pride Lights the Night. Partners in The Betsy’s mission include the Miami Beach Gay and Lesbian Chamber of Commerce, and O, Miami. Funding for the Project is provided by the John S. and James L. Knight Foundation.

The Betsy’s homage will start on April 6, 2017, one night prior to the major citywide event, with readings by Cuban American poets Richard Blanco and Carlos Pintado. Blanco will close the event by reading “One Pulse – One Poem” written to honor those lost. Read the poem [here](#). Pintado will read in Spanish and English.

The poets’ podium will be located adjacent to **The Betsy Orb** and **The Betsy Poetry Rail**, two new works of public art, located on Espanola Way (between Ocean Drive and Collins Avenue) created by The Betsy as part of its recent expansion.

The Betsy Poetry Rail represents the work of 12 poets that shaped Miami culture, and includes four LGBT poets, including Blanco and Pintado. A video short will be projected onto the Orb with poetry from “One Pulse – One Poem” by Blanco and music by composer Jeffery Briggs from a work entitled “For the Dawn.”

WHO: The Betsy-South Beach with O, Miami and Miami Beach Gay and Lesbian Chamber of Commerce, in partnership with [Richard Blanco](#), beloved American poet and Miami native who read at President Obama’s second inauguration.

WHAT: In tribute, The Betsy will welcome **Richard Blanco** to recite his powerful ode to Orlando titled “One Pulse – One Poem” live for guests and supporters. Following, a reception for the community will be hosted by LGBT leaders Jeff Lehman, Managing Director of The Betsy, and his husband Pedro Cruz, and Steve Adkins, President and CEO of the Miami Beach Gay and Lesbian Chamber of Commerce, and his husband Diego Goncalves.

MORE: In addition to illuminating the façade of the Art Deco wing on Collins Avenue, The Betsy will:

- Spotlight the poems of LGBT Poets, **Langston Hughes, Carlos Pintado, Julie Marie Wade** and **Richard Blanco** on The Betsy Poetry Rail, an installation of poetry – etched into metal by water jets – featuring the voices of 12 diverse, contemporary poets who have shaped Miami literature.
- Debut a video using text from “One Pulse – One Poem” by Richard Blanco to be projected onto The Betsy Orb with music from a work called “For the Dawn” composed by Jeffery Briggs.

WHEN: Nightly from **April 6-9, 2017** between **8:00pm – 12:00am** with special reading by Richard Blanco (and Carlos Pintado) on **Wednesday, April 6 at 8:30pm**. A reception will follow immediately after the program on April 6, 2017.

WHERE: The Betsy Orb and Poetry Rail – located midway to Espanola Way at 14th Place between Ocean Drive and Collins Avenue; reception to be held following the reading in The Betsy Conservatory at 1433 Collins Avenue.

ASSETS: Interviews with poet Richard Blanco and The Betsy owner Jonathan Plutzik, available upon request. Click [here](#) for access to the video projection. Click [here](#) for images of The Betsy Orb and The Betsy Poetry Rail.

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