The Paramount Worldwide Productions team has taken a clever spin on the popular HBO Game of Thrones series tagline “Winter Is Coming” to announce that “Summer Is Coming” with the worldwide premiere of *Baywatch* on Memorial Day weekend. Hitting theaters across the globe on May 26, they expect a major blockbuster opening at the box office, with viewers drawn to the start of summer vacation through the antics of stars Dwayne “The Rock” Johnson and Zac Efron.

Based on the popular 1990s TV series about a group of lifeguards who patrol a crowded recreational beach, *Baywatch* filmed in Boca Raton last year, capturing an ideal picturesque coastline with sunny skies and swaying palm trees. Among other locations throughout South Florida, stuntmen could be seen kitesurfing at South Inlet Park while Dwayne Johnson and Zac Efron filmed scenes on the waterfront at the Boca Raton Resort & Club. All aspects of the filming activity involved the assistance of Palm Beach County Parks & Recreation, the Palm Beach Sheriff’s Office, the U.S. Coast Guard, and the City of Boca Raton among other key PBC municipal players.

Paying homage to the original beloved series, David Hasselhoff and Pamela Anderson will make cameo appearances in the film. With some of the biggest current stars on the planet acting alongside the original cast, loyal fans and a new generation of moviegoers alike are sure to enjoy the shenanigans of the *Baywatch* lifeguard crew. Splash into the fun at thebaywatchmovie.com.

Discover The Palm Beaches, the official marketing organization for Palm Beach County, expands their video campaign showcasing the personal sentiments of well-known golf professionals about why they love to live, play and work in The Palm Beaches. In partnership with local production company Komar Productions, Inc., the videos are intended to create a buzz about world-class golf in The Palm Beaches. Each video is unscripted and unique to the individual; however, they all share “Why I Love The Palm Beaches” in their personal messages to highlight an array of attributes that make Florida’s Golf Capital® one of the most desirable destinations for visitors and locals alike.

The video series includes nine golf ambassadors such as Jack Nicklaus, Tiger Woods, Lexi Thompson and Bernard Langer. A 30-year resident of Boca Raton, Langer explains in video “...it doesn’t get much better.” See more at thepalmbeaches.com/golf.

Tourism hot spots across The Palm Beaches find themselves on worldwide display as President Trump continues frequent visits to his “Winter White House” at Mar-a-Lago. Flying into PBI for 7 out of his first 13 weekends as President, Trump’s arrival comes with a barrage of high-profile television networks. This was particularly impactful when Chinese President Xi Jinping made a two-day trip in April. Numerous international media outlets reached out for location suggestions and support, including the Associated Press, Eurovision, NHK Japan, the BBC and more. The “Trump Effect” is not only prevalent through televised coverage, but also print publications like *Newsweek*, *The Hollywood Reporter* and *The New York Times*. With articles ranging from “West Palm Beach and the Rise of the New Wall Street” to “Trump’s Palm Beach: Where to Go, What to Do”, PBC finds itself with priceless advertising visibility to a worldwide audience.
**FOCUS ON FILM**

**NEW FILM FEST LAUNCHES IN BOYNTON**

Introducing the brand new Boynton Beach Short Film Festival! Aiming to serve as a launch pad for emerging Florida filmmakers, the inaugural festival ran from April 20 to April 23. A total of 73 films screened over the course of the weekend, featuring blocks of documentaries, horror films, dramas, animations, comedies, and kid’s films along with filmmaking panels.

South Tech Schools and Alco’s Boynton Cinema partnered with the festival to celebrate our local filmmakers, and a reception was held at Benvenuto’s on opening night. The festival “supports Florida’s professionals and students who strive for greatness in all facets of life and contribute to the ever-changing faces of art and society as a whole.” Learn more about the new program at bbsff.net.

**G-STAR STUDENT SHINES ON NICK**

Nickelodeon has a hit new family TV series in the works with *I Am Frankie*, the story of a teen experimental android who must keep her identity a secret. Currently filming at Viacom Studios in South Florida, the network has recruited many talented up-and-coming local actors, including G-Star student Jayce Mroz. “G-Star teachers supported me by sending me classwork, which I completed in the on-set school. G-Star’s acting classes also helped me be more confident in the auditions. I can’t wait for everyone to see the show. You guys are going to love it!” said Jayce.

“This was the first big role for all of the young actors, and they all blossomed and filled their roles beautifully,” Jayce’s mother Natalie Mroz shared. The series premieres this fall, and with a network household reach of over 94 million, Nickelodeon is sure to open even more doors for these talented youngsters. See more at imdb.com/title/tt5620962.

**ALL WAYS OPENS IN LAKE PARK**

Full-service video production company All Ways Entertainment has a new home in a creative space in Lake Park. With production offices adjacent to community art venue and “craft beer oasis” The Brewhouse Gallery, Producer Jim Robertson saw the move as an opportunity to “come together with an eclectic group in an artistic atmosphere.” Jim’s team is open to “all types” of production—giving literal meaning to their company name. From video production, to web design, to social media, to full process writing/producing/directing, All Ways Entertainment has become the marketing arm for many businesses to reach a wider audience. For example, they spear-headed the Extreme Smile Makeover campaign for Seda Dental, which airs on FOX29 in PBC. “Any opportunity we have to give back to the community through our work is a win for us and our client,” said Jim. Stay tuned for a grand opening event in 2017 and see more at allwaysstv.com.

**WILD & SCENIC PALM BEACH COUNTY**

Jupiter joined over 150 communities around the globe in hosting the Wild & Scenic Film Festival. The April 8 event played to capacity, with all proceeds from the films and concessions going to the Jupiter Inlet Lighthouse and Museum. The festival’s programming features shorts that bring awareness to environmental issues, asking audiences to be conscious citizens of our planet and good custodians of our natural resources.

The films highlight nature and the adventurous side of the human spirit. A presentation of the Outstanding Stewardship Award preceded the films, along with a musical performance by StratOlites. “The Wild & Scenic Film Festival is a tremendous way to educate the public about how fragile our earth is and that caring for it is all our responsibility,” according to the Loxahatchee River Historical Society. The festival will return next year for the 4th time. See more at wildandscenicfilmfestival.org.

**SEMINOLE RIDGE HIGH SCHOOL STUDENTS GET NATIONAL RECOGNITION**

Students from the Seminole Ridge High School Television Production Academy traveled to California to compete at the prestigious Student Television Network (STN) National Convention in Anaheim. The 2017 STN convention featured influential industry professionals and over 3,000 students from schools across the country, as well as China and Russia. In 2016, Seminole Ridge won first in the nation in the 6-hour Movie Trailer Challenge and Honorable Mention in the Crazy 8’s Documentary Challenge. This year their students participated in several grueling events, including an 8-hour Short Film Challenge, an 8-hour Documentary Challenge and a 6-hour Music Video Challenge. Seniors Frank Gonzalez and Case Mewbourn snagged third place in the nation in the Action Sports Editing competition. “This was our fourth year going to the convention,” said Earle Wright, TV Production Instructor. “It’s a great experience for my students and we will be at STN again next year!” Check out studenttelevision.com for more.
The newest name to join that elite line-up of spots for companies such as Disney, Toyota, Honda and Uber is a company and creative agency who has created commercial campaigns. Cholula Hot Sauce is the official hot sauce of teams to have announcers refer to Cholula Hot Sauce as “the flavorful hot sauce with the iconic wooden cap,” a cornerstone of their Uncap Real Flavor campaign. No less renowned with ten $380,000 Suncast® Grand Prix CSI 5*, $500,000 Rolex Grand Prix CSI 5*, and select Gladiator Polo events were broadcast on NBC Sports Network, with the US Polo Championships airing on CBS. Gladiator Polo – a popular new US Polo Association-sponsored sport with a growing fan base – wowed audiences for seven games this year with plans to expand throughout the 12-week winter season in 2018. "Gladiator Polo has been a great success" said Mark Bellissimo, Managing Partner of Wellington Equestrian Partners, LLC (WEP), who created and organized the series. "The equestrian community embraced the event, and the players were very enthusiastic about participating." For a full list of winners from the 2017 season, please visit PBIEC.com.

COCKTAIL CONNOISSEUR IN LANTANA

The trendy new television series Booze Traveler: Best Bars premiered on April 24 on the Travel Channel, making its first stop at the Old Key Lime House in Lantana, to the delight of the owners and regulars that are in the know. “A great cocktail is more than the drink. It tastes even better when sipped in an awesome location,” says cocktail connoisseur and host Jack Maxwell, traveling across the US to explore the country’s best bars and finest drinks.

In the season premiere, Maxwell begins his hunt along the Intracoastal Waterway, where he hangs out with local rapper and renovation expert Vanilla Ice, sampling the Old Key Lime House’s legendary and potent rumrunner. According to Maxwell’s Instagram, Lantana won’t be the only hotspot in The Palm Beaches featured on the new series! Keep up with the thirst quenching quest at travelchannel.com/shows/booze-traveler.

UNCAP REAL FLAVOR WITH MLB STARS

MU2 Productions is a South Florida-based video production company and creative agency who has created commercial spots for companies such as Disney, Toyota, Honda and Uber. The newest name to join that elite line-up is Cholula Hot Sauce, who recently partnered with ten Major League Baseball teams to have announcers refer to Cholula Hot Sauce as “the flavorful hot sauce with the iconic wooden cap,” a cornerstone of their Uncap Real Flavor campaign. Cholula Hot Sauce is the official hot sauce of the New York Mets, and MU2 Productions conducted an interview and photoshoot starring the Mets all-star pitcher Noah Syndergaard at Little League Park in Boynton Beach. See more about the production company at mu2pro.com.

Host Jack Maxwell

Old Key Lime House

AUCTION REACHES HISTORIC HIGHS

Hollywood legend and Palm Beach County resident Burt Reynolds made an appearance at this year’s Barrett-Jackson auto auction, which took place April 6-8 at the South Florida Fairgrounds. The big-screen veteran sold a few of his cars, including a 1974 Chevrolet Laguna promotional vehicle from the 1981 movie Cannonball Run.

The 15th annual Palm Beach auction brought in more than $20M in sales and set 14 world records for collector car sales. Steve Davis, President of Barrett-Jackson said, “The success of this year’s automotive lifestyle event reinforces that people continue to come to Palm Beach to consign and buy world-class collector cars and automobiles.” Meanwhile, millions of people – both nationally and internationally – set their eyes on The Palm Beaches thanks to Velocity and Discovery Channel's live television coverage during the three-day event. To find out where the “world’s greatest collector car auction” is headed next, visit barrett-jackson.com.

REALITY & FANTASY COLLIDE AT NORTON

On May 2, the Norton Museum of Art opened the Behind the Scenes video installation by Korean photographer and video artist Yeondoo Jung. This follows last summer’s successful installation of Journal of an Unseen Garden by Mark Fox.

Yeondoo Jung’s installation will inspire viewers to wonder if the images they are seeing are real or fantasy, an organic scene or a carefully designed set. Behind the Scenes is based on Jung’s Documentary Nostalgia, an 85-minute video inspired by the artist’s life and memories that questions how illusion affects reality. Yeondoo Jung will give a public presentation at Art After Dark on June 1. The installation will be on display through August 13. For more details, visit norton.org.

EQUESTRIAN SEASON WRAPS WITH PLANS FOR GROWTH

The 2017 Winter Equestrian Festival in Wellington wrapped another successful year, featuring more than $9 million in prize money during the 12-week run from January 11 to April 2. Known as the foremost winter destination for the world’s premier equestrian events, Wellington shined on television screens across the country as the 2017 Winter Equestrian Festival Wraps with Plans for Growth. The 2017 Winter Equestrian Festival Wraps with Plans for Growth.
LOCATION SPOTLIGHT: BOATS, YACHTS AND SHIPS IN THE PALM BEACHES

The Palm Beaches are home to all things water-related. From the Atlantic Ocean to the Everglades, there are a variety of options for floating and boating along our numerous waterways. From a dockside dingy, to a custom yacht, to a shipping vessel and everything in between, if your production includes boats, there are plenty in PBC.

Sailfish Marina is often the backdrop for lifestyle scenes. With its classic good looks, it is a location that needs no art direction. Home to tournament sport fishing year-round, the marina offers professional captains, sailing excursions, shopping and strolling angles, as well as indoor and outdoor dining. The property also offers accommodations including a private five-bedroom waterfront home with a pool for commercial productions.

After a nationwide search for a film-friendly port, the Port of Palm Beach agreed to host the independent feature film Snakehead for critical scenes onboard the docked Monarch Princess, a massive shipping vessel. The port has many interesting angles onsite including a raw sugar conveyor system, a defunct concrete facility and a train station platform. Every other day, their cruise line terminal is vacant. The terminal doubles as an airport location without the typical airport noise, and even has a holding cell that many productions have utilized in the past.

The long-awaited comedy blockbuster Baywatch is set to be released on May 26 and features scenes shot at the Boca Raton Resort & Club Marina. The production team utilized green screen techniques as well as a couple of scenes in Lake Boca, the Boca Inlet, the jetty and the ocean. The Boca Raton Resort & Club as well as the Ocean Club provide a variety of looks including ultra-modern sharp angles as well as the softer lines of Addison Mizner’s Mediterranean design. The sprawling property offers many waterfront opportunities, including views of the Intracoastal Waterway and a private slice of the Atlantic Ocean. See more options on our locations database at pbfilm.com.

EDUCATION CORNER: THREE CREATIVE CAMPS FOR YOUNG ARTISTS

First up is the FOTOCamp for Kids at the Photographic Centre of Palm Beach (PCPB)! If your child loves photography, this camp is ideal. They will learn picture-taking skills using a SLR digital camera, downloading the images and creating slideshows. Depending upon their level, they can explore color correction, compositing images, layer masks and other digital imaging technology. “FOTOCamp is for anyone between the ages of 10 and 17 that has an interest in photography and computers, and who are inquisitive and like adventure,” said Fatima NeJame, President and CEO of PCPB.

Next, Sugar Sand Park Community Center in Boca Raton is bringing back their exciting filmmaking workshops, The Director’s Cut. In Claymation & Lego Stop Motion Animation, Film Making and Music Video Production, students will write their script, storyboard their film, learn camera angles and cinematography, and film and edit their masterpieces to completion. “Developing imagination and creativity through the lens of a camera in a social setting is integral to shaping the passion of a young filmmaker,” commented Bryan Goldmintz, Executive Director of the Director’s Cut.

Finally, the Summer Art Camp at the Boca Raton Museum Art School is so much fun kids don’t know they’re learning! Using professional studios, children explore art techniques and artistic concepts. Geared to age groups 5-7, 8-10 and 11-12, different themed weeks and a wide variety of creative art projects stimulate their imagination. A balance is sought between preserving children’s natural creativity and learning new skills to better express themselves. At the end of summer, all campers and their families are invited to a special reception for an "Art Camp Exhibit" at the Boca Raton Museum of Art in Mizner Park to celebrate each child’s first museum showing! Camps begin in June. For more info on each program, visit workshop.org/youth-workshops; sugarsandpark.org/directors-cut-camp; and bocamuseum.org/artschool/summercamp.