





HOLLYWOOD, FL

Media contact:

Diana Hanford dhanford@piersongrant.com 561-309-4136

FLoatarama Welcomes Seminole Hard Rock Hotel & Casino Hollywood as Presenting Sponsor of Nation's Largest LGBTQ+ Pride-on-Water Event on Saturday, June 21

All Proceeds Benefit FLoatarama's LGBTQ Youth Fund

Fort Lauderdale, FL (April 16, 2025) – Seminole Hard Rock Hotel & Casino Hollywood is the proud presenting sponsor of FLoatarama, taking place on Saturday, June 21. This vibrant event celebrates unity, visibility, and inclusion within the LGBTQ+ community as it sails through the heart of Fort Lauderdale.

"Our partnership with FLoatarama reflects Seminole Hard Rock Hotel & Casino Hollywood's ongoing commitment to supporting the LGBTQ+ community year-round. Through sponsorships, inclusive workplace practices and participation in LGBTQ+ initiatives across South Florida, we proudly stand for equality, representation, and love in all its forms," said **Erick Eldridge**, Director of Special Events, Seminole Hard Rock Hotel & Casino Hollywood. "We are honored to support FLoatarama's mission to make a meaningful impact on the lives of LGBTQ+ youth."

FLoatarama has evolved into the nation's largest LGBTQ+ pride-on-water event. This year, the sixth annual fundraiser will welcome **500 celebrants** aboard the luxurious **Yacht Catalina** for an epic brunch cruise and party followed by a waterfront T-Dance to celebrate Pride and raise crucial

Saturday, June 21st
Aboard the Yacht Catalina
11:00 am Depart Bokamper's
1:30 pm Return for T-Dance!

The largest LGBTQ+
Pride-on-Water Party in America

BRUNCH CRUISE
Join Grand Marshal Alex Miranda (MSVN 7 News Deco Drive),
DJ Ronnie Minutella, and 500 of your closest friends
for the largest LGBTQ+ Pride-on-Water Party in America.

funds for the <u>FLoatarama LGBTQ Youth Fund</u> which supports various South Florida LGBTQ+ youth-serving organizations.

"We are overjoyed to have the Seminole Hard Rock Hollywood on board as our lead sponsor this year, it speaks volumes about how far our all-volunteer nonprofit has grown over a few short years," said Scott Schramm and Roderick MacKenzie, co-founders of FLoatarama. "Their generosity is a beacon for other organizations and will allow us to fund even more vital programs for LGBTQ+ youth in our community during this challenging time."

A Day of Celebration on the Water

The festivities begin at **10 a.m.** at **Bokamper's Sports Bar & Grill's** spacious Intracoastal dock, where guests will enjoy a complimentary pre-departure mimosa bar sponsored by The Our Fund Foundation. Guests will also receive an exclusive, custom-designed FLoatarama T-shirt by **Chris Lopez**.

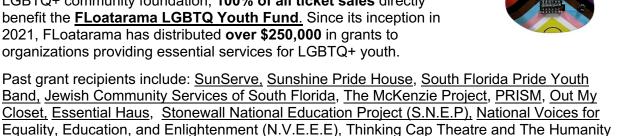
At 11 a.m. FLoatarama's Grand Marshal, Alex Miranda, a beloved personality from WSVN's Deco Drive, will launch the 2.5-hour brunch cruise featuring a premium open bar, a delectable brunch spread, and beats by the renowned DJ Ronnie Minutella. Drinks will be served by **<u>Hunter's Nightclub's</u>** finest bartenders, ensuring a top-tier experience.

The celebration doesn't stop when the yacht returns. Guests will transition into an exclusive waterfront **T-Dance** at Bokamper's massive patio, dancing into the afternoon with the electrifying sounds of DJ Trevor Oldrovd. The Seminole Hard Rock Hotel & Casino will have a fabulous **on-site activation** where celebrants can step into a large. acrylic replica of Guitar Hotel tricked out in rainbow colors for special keepsake photos. The Seminole Hard Rock also generously donated a custom LGBTQ-themed guitar to be auctioned off along with several gift certificates for lavish dinners at the Hollywood attraction.

A Commitment to Community Impact

As an official event of the Stonewall Pride Parade & Street Festival, FLoatarama operates with full support from law enforcement, including Fort Lauderdale Marine Patrol, Broward Sheriff's Office, and Wilton **Manors Police**.

In partnership with **The Our Fund Foundation**, South Florida's only LGBTQ+ community foundation, 100% of all ticket sales directly benefit the FLoatarama LGBTQ Youth Fund. Since its inception in 2021, FLoatarama has distributed over \$250,000 in grants to organizations providing essential services for LGBTQ+ youth.



Event Details

Project.

- **Date:** Saturday, June 21, 2025
- **Time:** 10 a.m. 5 p.m.
- Yacht Boarding: Begins at 10:30 a.m., departs at 11 a.m.
- Location: Bokamper's Sports Bar & Grill (Intracoastal Dock) 3115 NE 32nd Avenue, Fort Lauderdale
- VIP tickets are \$150 and can be purchase here
- For more information, visit **FLoatarama.org**

FLoatarama's incredible partners include Presenting Sponsor, Seminole Hard Rock Hotel & Casino Hollywood along with incredible support from Republic National Distributing Company. Sun Dream Yacht Charters, Bokamper's Sports Bar & Grill, Hunters Nightclubs, Avita Pharmacy, The Our Fund Foundation, Visit Lauderdale and Baxter Martin Advertising.

Click here for a sizzle video

About FLoatarama:

FLoatarama, Inc. is a South Florida 501(c)3 all-volunteer non-profit organization dedicated to raising funds to support the One-in-Five Youth who identify as LGBTQ+. Funds raised by FLoatarama go to the FLoatarama LGBTQ Youth Fund, managed by The Our Fund Foundation.