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**FIRST ANNUAL PLUNGE CULTURE & CREATIVITY  
CONFERENCE TO BE HELD IN MIAMI BEACH NOVEMBER 6-8,  
2014**

**A NETWORKING EVENT TARGETING MULTICULTURAL INFLUENCERS IN  
ENTERTAINMENT, LIFESTYLE, TECHNOLOGY AND THE ARTS**

***NEW YORK, NEW YORK, August 21, 2014*** – Today, Film Life, Inc., announced the inaugural Plunge Culture & Creativity Conference (PlungeCon), a multicultural gathering of professional people with a common interest in artistry, innovation and ingenuity and will be held at the Eden Roc Resort Hotel in Miami Beach from November 6-8, 2014. The conference is produced by Backdrop (the tourism consulting arm of Film Life, Inc.) with support from the Greater Miami Convention & Visitors Bureau (GMCVB).

**PlungeCon** will attract prominent executives, entrepreneurs, journalists and creative minds from varying backgrounds, and spotlight extraordinary individuals at the vanguard of groundbreaking work in the arts, entertainment and sports, lifestyle, media and technology. The dynamic three-day program will include enlightening talks, culture classes, networking sessions and an “Innovation Slam” (a fast-paced showcase of novel products and ideas), designed to be both intellectually stimulating and professionally rewarding.

In addition, organizers will select one charity each year, whose focus is on the arts, culture or education, to raise awareness of their mission throughout the conference year.

Frequently called upon as a key person to connect various people to one another, Film Life CEO Jeff Friday, was inspired to create an environment where like-minded leaders and innovators would annually be invited. “It is our intention to form a new breeding ground for ideation and collaboration, as well as a think tank for the game changers I know and read about. There’s no more exciting place than Miami Beach for this kind of event,” says Friday.

“The Greater Miami Convention & Visitors Bureau is proud to partner with Plunge Culture & Creativity Conference to bring the first annual event to Greater Miami and The Beaches,” said William D. Talbert, III, CDME “With Miami’s dynamic diversity, heritage neighborhoods, beautiful beaches and world-class amenities, there is no better place to host the inaugural event.”

The Plunge Culture & Creativity Conference is the first in a series of luxury lifestyle experiences targeted to multicultural professionals. The “Plunge” series will promote high-level networking through group travel to major events and leading destinations around the world.

For more information about the Conference and future events, please visit our website, [www.PlungeCon.com](http://www.PlungeCon.com).

#### About Film Life

Film Life, Inc., is a multifaceted entertainment company headquartered in New York City. The company was founded in 2001 by Jeff Friday, its current CEO. The company’s operations center on event production, developing innovative content across all forms of media and providing strategic advisory services to a wide range of corporations in the entertainment, tourism and consumer product industries.

#### About The Greater Miami Convention & Visitors Bureau

The Greater Miami Convention & Visitors Bureau (GMCVB) is an accredited not-for-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. To get further engaged with Miami and the Beaches, join the conversation by following us on our social media channels at Facebook, Twitter, Instagram and Pinterest.

To learn more about the Plunge Culture and Creativity Conference visit [www.plungecon.com](http://www.plungecon.com)

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