



**POLO MATCH MARKS OFFICIAL START OF HIGH SEASON IN THE PALM BEACHES & BOCA RATON
SOCIAL CALENDARS PACKED FROM JANUARY THROUGH APRIL**

THE PALM BEACHES, Fla. (January 18, 2012) – On Sunday, January 8, the first polo match of the year took place at the International Polo Club Palm Beach in Wellington, marking the official start of high season in The Palm Beaches & Boca Raton. Highly anticipated by visitors and locals alike, high season (January through April) is the peak of social activity each year for Palm Beaches’ elite, ushering in some of the destination’s most exciting sporting and cultural events.

“Every event at the International Polo Club is exciting to witness, but none more so than the first match of season,” said Palm Beach County Convention and Visitors Bureau President and CEO Jorge Pesquera. “With that first throw-in, we can say that our four-month high season has begun.”

The equine activity extends beyond polo with the FTI Winter Equestrian Festival, the world’s largest and longest-running horse show, commencing January 12, 2011 at the Palm Beach International Equestrian Center, attracting the world’s top dressage and show jumping competitors to participate in weekly competitions through April.

While the events in Wellington may mark the start of season, there is much more on the Palm Beach calendar for 2012 including impressive art shows and festivals drawing in international visitors. The American International Fine Art Fair, taking place February 3-12, 2012 and the Palm Beach Jewelry, Art & Antique Show starting February 17, are two of the largest art and antique events in Palm Beach drawing renowned sellers and buyers to The Palm Beaches each year.

The Allianz Championship in Boca Raton and the Honda Classic at the PGA National Resort & Spa are two of the destination’s premier sporting events and bring some of the greatest names in golf to the area annually. The Old Course at Broken Sound is host to the Allianz Championship, free to the public, February 6-12, 2012 and hosts legendary golfers for a series of tournaments, clinics and events while the Honda Classic, PGA Tour event, is four full days of golf professionals teeing off on the legendary Champion Course.

The 27th annual Palm Beach International Boat Show, one of the top ten boat shows in the world, takes place March 22-25, 2012 featuring more than \$350 million worth of boats, yachts and accessories from the world’s leading marine manufacturers.

Off the water, the Barrett-Jackson Auto Auction drives into town April 5-8, 2012 with a VIP Opening Night Party kicking off the night before the big auction. From classic cars to unique automobile relics, the event draws record numbers of enthusiasts to town. The season wraps up with the Nespresso USPA U.S. Open Polo Championship Final on April 22, 2012.

To keep up with all of the activity and excitement of high season, visit www.PalmBeachFL.com for a complete list of upcoming events or to sign up to receive the monthly newsletter. Additional information can be found on Facebook, <http://www.facebook.com/PalmBeachesFL> or follow the Palm Beach County CVB on Twitter <https://twitter.com/PalmBeachesFL>.

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Media Contacts:

Carli Smith/Palm Beach County CVB
csmith@PalmBeachFL.com/561-233-3030

Maria Hayworth/Hayworth Creative PR
maria@hayworthcreative.com/386-677-7000

About Palm Beach County Convention and Visitors Bureau

The Palm Beach County Convention and Visitors Bureau is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County's major industries generating a direct annual economic impact of \$2.8 billion in the local economy, producing \$23 million dollars in bed-tax revenue and lodging sales of approximately \$623 million.

1555 Palm Beach Lakes Boulevard, Suite 800, West Palm Beach, Florida 33401
561.233.3000 Fax 561.233.3009 Website Media Center: PalmBeachFL.com