

*Mayor Tomás P. Regalado*

*Chairman Francis Suarez*

*Vice-Chairman Marc D. Sarnoff*

*Commissioner Wifredo (Willy) Gort*

*Commissioner Frank Carollo*

*Commissioner Michelle Spence-Jones*

*City Manager Johnny Martinez, P.E.*



2012

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## **Mayor Tomas Regalado, Commission Chairman Francis Suarez and Commissioner Michelle Spence-Jones Launch BELIEVE Campaign**

*“First Phase of the Campaign Seeks to Inspire City Residents”*

**(Miami, FL January 12, 2012)**— City of Miami **Mayor Tomas Regalado**, newly appointed Commission **Chairman Francis Suarez**, District 4 and **Commissioner Michelle Spence-Jones**, District 5 joined by city leaders and residents will launch a bold **New Campaign** entitled **“Believe”** at a **press conference today, Thursday, January 12, 2012 at 12:00 Noon** at Miami City Hall, located at **3500 Pan American Drive**. City officials will also unveil the campaigns unique ads that will be displayed on bus benches and billboards throughout the City of Miami in English, Spanish and Creole.

**“Believe” is a community empowerment and marketing campaign that seeks to promote pride in the City of Miami.** The campaign which consist of three phases: **Inspire, Empower and Transform** will begin this week with a series of Public Service Announcements on television and social media to inspire residents to believe in themselves and their communities. Through social media, city residents will have the opportunity to view and share their own inspirational stories about believing in Miami on Twitter and the Believe Face Book page. The campaign will also include bus shelters, billboards, banners and bumper stickers with the message **“Believe”**.

**To learn more about the campaign, residents can visit [www.miamibelieve.com](http://www.miamibelieve.com)**

Participating sponsors include the City of Miami, Comcast, Clear Channel Outdoor, Fuel Outdoor and US Century Bank.

**WHO:** City of Miami Mayor Tomas Regalado, Commission Chairman Francis Suarez, Commissioner Michelle Spence-Jones, city leaders and community residents.

**WHAT:** Launch of the “Believe” Campaign

**WHEN:** **Thursday, January 12, 2012 at 12:00 p.m.**

**WHERE:** Miami City Hall, 3500 Pan American Drive

**\*\*\*Note to Media:** A short video presentation with a preview of the believe Public Service Announcements will be aired in the chambers during the City Commission Meeting prior to the press conference \*\*\*

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