

**FOR IMMEDIATE RELEASE**



## **Palmetto Bay Partners with Local Firm to Put Village Businesses “On the Map”**

***Local merchants invited to support program that raises awareness of  
Village businesses and services; encourages local spending***

**PALMETTO BAY, Fla.**, (Feb. 2, 2010) – The Village is in the early stages of developing the premier edition of a colorful, fold-out Palmetto Bay map to be distributed within the municipality and at other strategic points throughout South-Dade in early 2010. Business advertisers are currently being invited to participate, as only about 35 preferential display-ad slots are available per year.

This program is the cornerstone of the Village’s promotion of businesses and attractions in Palmetto Bay, whereby literally putting Palmetto Bay “on the map” for use by local residents and visitors to South Florida. By partnering with a firm called Miami Maps, more than 75,000 maps will be produced and updated annually, partly in a “green” attempt to encourage residents to buy locally (whereby reducing their carbon footprint), but also to set the stage for the wave of anticipated development in Palmetto Bay’s emerging downtown district and northward along the US-1 commercial corridor.

Marshall Steingold with Miami Maps has produced this valuable marketing tool for several other South Florida communities over the past 20 years. Miami Maps currently produces maps for Coral Gables, Coconut Grove, Key Biscayne, and Brickell. Merchants located in Palmetto Bay will receive a free standard listing inside the map. Visit [www.miamimaps.com](http://www.miamimaps.com) for an example of these informative and useful maps.

Maps are distributed throughout the year to local businesses and residents, stores, restaurants, Village Hall, hotel concierge desks, the Deering Estate at Cutler, and many more locations. The maps will also be available at Village events.

Merchants and business owners wishing to participate should contact Marshall Steingold at 305-710-2720, via e-mail at [ms@miamimaps.com](mailto:ms@miamimaps.com), or visit [Miami Maps](http://Miami Maps) on the web. Display advertising is available. Join other businesses and become a part of an excellent way to promote your business – and our wonderful community.

**CONTACT:**

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