Many of the world’s most iconic athletes call The Palm Beaches home, attracting big brands with celebrity endorsement commercials, photoshoots and more. So far in 2019, professional golfers, tennis stars and skateboarders alike have lured in productions to stay close to home, while production crews from wintry corners of the country have enjoyed the sunny skies, bright blue coastlines and year-round tropical weather of Palm Beach County.

Nike conducted a photoshoot with Jupiter resident and pro golfer Michelle Wie at Coral Cove Park in Tequesta. A crew of 40 worked on the production, showcasing the uniquely rocky beach at Coral Cove. The images will be used for Wie’s line of Nike Golf attire and accessories.

New Balance selected Delray Beach as its backdrop for video and stills to be used on their social media pages and website featuring 14-year old tennis prodigy Cori “CoCo” Gauff. As the fifth-youngest winner of the French Open girls’ tournament, CoCo has made a big name for herself but stays grounded with family time and daily practice at Pompey Park in her hometown of Delray Beach. A popular tech product recently got double the endorsement with both tennis legend Serena Williams and famous skateboarder Leticia Bufoni showing off their skills at Ballenisles Country Club and Gardens Skate Park in Palm Beach Gardens. Keep up with production updates in PBC at facebook.com/freepermits, instagram.com/pbcfilmandtv and twitter.com/pbcfilmandtv.

CHECKMATE IN THE 561

The Palm Beaches were recently checked and captured in an upcoming feature film titled Critical Thinking. Driving sequences with aerial drone footage were filmed along A1A in Jupiter and SR710 in Palm Beach Gardens. Directed by and starring John Leguizamo, Critical Thinking tells the true story of the remarkable feat accomplished by a Cuban-American teacher who led a group of disparate kids from Miami Jackson High School to become the first inner city school to win the U.S. National Chess Championship in 1998. The prolific actor, producer and Emmy Award-winner Leguizamo portrays the teacher Mario Martinez who guides his Latino, African-American and Caucasian students to achieve what they never thought possible. Critical Thinking is scheduled to be released in the summer of 2019. For more information on the film, visit imdb.com/title/tt7870102.

Night of Vengeance, a short film that will serve as a pitch for a feature-length film and run the film festival circuit, is a revenge story told through the point of view of a twisted individual. Scenes involved the use of prop weapons, simulated crime scenes, picture vehicles and motorcycles in downtown WPB. “We chose to film this in our city (WPB) because of our relationship with the area and its wonderful production crews,” said Jason Daly, Director of English Networks for Olympusat. “The process was painless. The WPB Police Department and Palm Beach Sheriff’s Office were very accommodating and professional.” See more at olympusat.com.
For the first time ever in the sport of polo, Pilot polo team secured its place in history as the inaugural winner of the GAUNTLET OF POLO™. The Palm Beach County Sports Commission recently hosted the reveal of the first ever Gauntlet of Polo trophy, which stands nearly three feet tall.

On April 21, spectators filled the International Polo Club (IPC) on the US Polo Assn stadium field to watch team Pilot take the win! The final game of the U.S. Open Polo Championship® aired on CBS Sports Sunday, April 28, and on Eurosport and Dsport April 29 to more than 250+ million households in more than 66 countries.

The Palm Beaches TV is a proud partner of US Polo Assn and featured a brand new commercial within the broadcast. For more, visit uspolo.org.

MOSAIC IN MAY

The month of May means the return of the Cultural Council of Palm Beach County’s award-winning campaign, MOSAIC (Month of Shows, Art, Ideas and Culture). The program offers discounts and deals on arts adventures, show tickets, hotel accommodations and travel, making The Palm Beaches an ideal destination for a weekend getaway. Included among the varied discounts and promotions are The Boca Raton Museum of Art, Palm Beach Dramaworks and the South Florida Science Center & Aquarium. Special deals can be found at The Brazilian Court, Delray Sands Resort, The Breakers and more. Visitors can pick up official MOSAIC Culture Coupon Cards at select locations throughout the County. See a full list of cultural adventures at MOSAICPBC.com.

Pahokee, a feature-length documentary following four teens from Pahokee High School navigating the rite-of-passage rituals of their senior year, is making its local premiere after months of touring the prestige festival circuit. Pahokee was met with glowing reviews and standing ovations at iconic film festivals like Sundance and SXSW, and now will screen before the Pahokee community that inspired and brought the story to life.

At the Dolly Hand Cultural Arts Center on Tuesday, May 14 at 7pm, community members and film industry professionals alike are welcome to join in a special screening with the filmmakers and subjects of the documentary along with their families and friends. “After traveling with these teens across the country for film festivals, this event is another chance for us to honor the people that have allowed us into their lives along with the Pahokee community at large,” said filmmakers Ivete Lucas and Patrick Bresnan. All proceeds will benefit the Glades Initiative (gladesinitiative.org). See more at pahokeefilm.com.

BARRETT-JACKSON DOCKET SELLS OUT

The hammer came down on nearly every car crossing the auction block during the 17th Annual Barrett-Jackson Palm Beach auction at the South Florida Fairgrounds last month. 632 vehicles sold for more than $30M—a 98.9% sell-through-rate. This marked Barrett-Jackson’s largest three-day auction to date with a record number of collector cars. Craig Jackson, Chairman and CEO of Barrett-Jackson, believes this year’s event was one for the history books and noted “the atmosphere on Super Saturday in Palm Beach felt like it did back in Scottsdale, with excitement fueled in part by the sale of dozens of world-class Resto-Mods.” Barrett-Jackson also raised more than $500K for charity through the sale of three cars. Driving in millions of viewers on Motor Trend TV and Discovery, the auction received 18 hours of national TV coverage. See more at barrett-jackson.com.

SSOF LIVE ON THE PALM BEACHES TV

The Palm Beaches TV continues to grow and expand content offerings, including live events. The Palm Beaches Student Showcase of Films is Florida’s largest student film competition and award show, and the most recent event to be broadcast live on the channel. The showcase awards cash and scholarships to some of the Sunshine State’s most promising high school and college filmmakers. For the first time ever, viewers were able to watch in real time not only the award program, but also the lively red carpet prior to the show. Celebrity presenters included TV host Montel Williams, rapper and TV star Vanilla Ice, actor Chris Hayes and Palm Beach Post columnist Leslie Gray Streeter. The live broadcast was produced and directed by local production company Thaler Media. The show also aired on Public Affairs PBCTV Channel 20. To watch the show on demand visit ThePalmBeaches.tv/the-palm-beaches-student-showcase-of-films-2019.
**DR. EAST MEETS WEST**

Five Peaks Films, helmed by producer Monte Young, and Apex Productions have teamed up to produce a new medical television series entitled *Dr. East Meets West*. Set in Palm Beach County, the series chronicles two doctors, one American and one Chinese, as they combine both Eastern and Western medicinal practices to treat their patients. Week to week the doctors will work pro-bono, selecting a patient who may not have access to quality healthcare, or has had little success with past medical treatment. To date, the show has filmed at Mengs Acupuncture Medical Center in Palm Beach Gardens and at The Paley Orthopedic & Spine Institute in West Palm Beach. *Dr. East Meets West* goes beyond the clinical and captures the personal aspects of medicine for both doctors and patients. Further, the show introduces Chinese medicine to an American audience, demonstrating the benefits of combining the best of both medical disciplines.

**SHORT FILM FEST RETURNS TO BOYNTON**

The 2019 Boynton Beach Short Film Festival celebrated their third year with a stellar line-up of short films. Held at the Alco Boynton Cinema April 30 to May 5, the annual event celebrates the creativity of edgy, provocative storytelling exclusively through the medium of short film. Founded in 2016, the festival is geared toward Florida filmmakers and students and organized in conjunction with South Tech Academy. The 2019 festival theme was “Stop Hate With Film”, featuring short films on a range of topics, including racism, sexism, bullying, violence and more. The fest featured seminars hosted by writer Michael Chasin and actor Jevon White. *Party Favor* by Tarrell Cunningham won Best Professional Film, Mona Hawkins took home Best College Film for *Pink On Blue* and Best High School Film went to Hollis Rosenkranz for *Freewheel*. To learn more, visit filmfreeway.com/BBSFF.

**HOLA TV PLANS TO EXPAND IN WPB**

Hola TV is a Spanish-language TV station that covers more than 18 cities in South Florida 24 hours a day, seven days a week. Based out of West Palm Beach, the channel presents a variety of shows for different audiences: local and international news, events, lifestyle, drama and much more. A slate of 16 original programs includes shows like *Dia A Dia* (breaking news, interviews, exclusive videos), *Controversia* (historical events, controversial topics) and *Automundo* (expert information about cars, wheels and tracks). Hola TV became independent in 2017 and operates out of a studio in West Palm Beach, which they are soon to expand. “Palm Beach County’s Hispanic population is growing at a faster pace. Hola TV is here to provide original, exciting content to this growing market,” said Hola TV General Manager Oscar Nodarse. See more at holatv47.com.

**BOCA BREWS UP WITCHES**

Dominic Giannetti, Producer and Owner/Operator of You Create Academy in Boca Raton, is wrapping up production on his latest TV series titled *Boca Witches*. With over 40 young local actors working on the project, it is a showcase of the talent that lives right here in Palm Beach County. “We are extremely happy to provide this opportunity to so many young and talented kids and teens,” said Giannetti. Filmed in and around Boca Raton, the show follows young witches struggling with real acceptance in society despite recent laws that allow for equal rights, while an underground resistance against witches is forming. The show will be available on Amazon Prime this summer. Learn more at youcreateacademy.webs.com/boca-witches.

**PBC STUDENTS “DO THE WRITE THING”**

Do The Write Thing Challenge (DTWT) includes written works from 32,165 Palm Beach County middle school students who share their thoughts and feelings about violence affecting their lives and ways to help reduce it. Over 1,000 students, parents and teachers attended the 2019 Awards Ceremony on April 25 at the South Florida Fairgrounds and saw the video of personal interviews and the history of the DTWT program, sponsored annually by Florida Crystals and Sheriff Ric Bradshaw.

The video was produced by Palm Beach Film Institute Chairman Bill Metzger and filmed by former FTC intern Dominic Giannetti of You Create Academy. Venus Williams surprised attendees by appearing at the event to encourage young people and share her own experiences. For more, visit dothewritethingpalmbeach.com.
**LOCATION SPOTLIGHT**

**PICTURESOQUE ROADWAYS**

**Juno to Jupiter**
Travel north on US 1, and veer right onto A1A at Juno Beach past the royal palm entrance and find a unique and quirky mid-century neighborhood that has evolved into coastal paradise. Continuing north on A1A, the buildings suddenly give way to a gorgeous stretch of unsubstantiated ocean views with on-street parking and the Juno Beach Pier that stretches above the waves. The road continues past Carlin Park and turns westward to reconnect to US 1, going over the Jupiter Inlet with a direct view of the Jupiter Lighthouse. Turn right on Beach Road, pass the Outstanding Natural Area and travel north to Coral Cove Park where rock outcrops are visible at low tide.

Ocean to Lake Southern Boulevard slices across the county from the Atlantic Ocean to Lake Okeechobee with time-saving flyovers past I-95 that move traffic efficiently. Once past Wellington and Lion Country Safari, the landscape shifts from commerce and residential to agriculture at the Twenty Mile Bend. You will go over a Warren truss swing bridge, which is a delight for bridge enthusiasts, and head past the produce section where various crops are grown to feed the nation. Take the Connors Hwy past Bryant to Canal Point and turn left to ride around the lake.

Flagler Drive
Florida is full of straight, flat roads so anytime we can get a curve in the road it makes for a fun ride. Flagler Drive doesn’t disappoint. Starting out at Currie Park in Northwood and heading south, this ride is perfect for open-air convertibles or motorcycles with views of the Intracoastal Waterway. A variety of palms and yachts can be seen along the way. The downtown city vibe of condos and commerce gives way to historic and elegant homes with perfectly trimmed hedges. The waterway view ends at Southland Park, one of West Palm Beach’s oldest neighborhoods.

**FOCUS ON FILM**

**EDUCATION CORNER**

**SEMINOLE RIDGE AMASSES AWARDS**

Palm Beach County students at Seminole Ridge High School in Loxahatchee had a busy month racking up awards at multiple competitions throughout the state. Most recently, a number of students were recognized at the Florida Scholastic Press Association State Convention (FSPA). Shelby Hatcher, a finalist in the Environmental PSA category at this year’s Student Showcase of Films, was awarded third place for Collaborative PSA at the 2019 FSPA State Convention. Her colleagues Alexa Grieco, Oliver Brown and Hunter Wood received Honorable Mention in the short film category while Bryce Brant, Evan Upson, Carly Swanson and Kayla Wright received an Honorable Mention for their news package.

Moreover, Seminole Ridge senior Bryce Brant received a $5,000 scholarship from the Suncoast Chapter of the National Academy of Television Arts & Sciences last month. And most recently, Bryce was named the 2019 recipient of the Mike Wallace Memorial Scholarship. The $10,000 Emmy award is presented annually to a student pursuing a career in broadcast journalism.

Seminole Ridge also brought home an Honorable Mention in the Documentary category at the Student Television Network Convention (STN). Held in Seattle, the event hosted thousands of students from more than 100 top film and television programs from around the country. At STN, extreme pressures were met with professional results and Seminole Ridge High School came home energized and motivated about their work and their future work. To learn more about their award-winning TV program and the talented student filmmakers, please visit them online at seminoleridgetv.com.

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