



Posted on Thu, Oct. 27, 2011

## The Orange Bowl Committee and Union Square Agency Announce Orange Drive Miami Beach Music Festival 2011-2012 and First List of Performers

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and the Orange Bowl Committee, announce the 2<sup>nd</sup> annual Orange Drive Miami Beach [Music Festival](#). The festival will consist of a three-day event on the sands of Ocean Drive, bringing together a series of music artists, sponsored activations, a village opened to the public and Orange Bowl related festivities.

Taking place between 7<sup>th</sup> and 9<sup>th</sup> Street on Ocean Drive; the New Year's Eve Weekend Festival will kick off December 30<sup>th</sup> and extend through January 1<sup>st</sup> welcoming over 100,000 visitors. A lavish and state of the art amphitheater will be constructed and placed on the sand which can hold up to 30,000 party goers each night. Orange Drive offers locals and tourists a unique opportunity to be a part of the largest New Year's Eve beach festival in the world.

With internationally recognized music performers and DJ's spinning nightly, Orange Drive 2011-2012 is pleased to announce a partial line up for this three-day event which includes; Pete Wentz, Ne-Yo, Jermaine Dupri, DJ Samantha Ronson and Miami's very own DJ Irie. More exciting talent announcements to come. Tickets for Orange Drive are on sale and available via [Ticketmaster](#) nationwide.

"This year's lineup will consist of A-list music artists from different genres. Orange Drive Miami Beach Music Festival will return to South Beach this winter bigger and better than ever," said Gary Cioffi, CEO of Union Square Agency. "Visitors can purchase a three day pass to this one of a kind New Year's beach festival. More artists will be announced between now and December 11<sup>th</sup>."

For more information or for [updates](#) please visit [www.orangedr.com](http://www.orangedr.com). Become a fan on Facebook at Orange Drive or follow us on Twitter @OrangeDriveFest.

### About Union Square Agency:

Union Square Agency (USSE Corp., Pink OTC Symbol: UCRP) and its wholly owned subsidiaries Union Square Licensing and Union Square Media, is a NY based company that provides 360 degree strategic [marketing](#) and sales solutions. Core strengths include: Intellectual Property Development (focused on integrating sports, entertainment, fashion and lifestyle elements to connect brands, fans and media); Film & Television Production; Brand Strategy; Event Production and Fulfillment; Sponsorship and Event Based Activation; Strategic Consultation; Hospitality Programs; Licensing.  
[www.unionsqagency.com](http://www.unionsqagency.com).

Safe Harbor of the 1995 Private Securities Litigation Reform Act. Statements that are not historical facts contained in this press release are forward looking statements involving a number of known and unknown risks, uncertainties and other factors, which are difficult or impossible to predict, are beyond the control of the Company and may cause the actual results, performance or achievements of the Company to be materially different from those implied by such forward looking statements. Readers are cautioned not to place undue reliance on these forward looking statements, which speak only as of the date of the statement.

---

© 2011 Miami Herald Media Company. All Rights Reserved.  
<http://www.miamiherald.com>