



MEDIA ALERT

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#valetYOURbutt at South Beach This Weekend with CurbStand

WHO: [CurbStand](#), the maker of the first and largest valet parking apps for consumers and operators that offers interactivity, seamless mobile payments and on-demand services, is taking over **South Beach on Ocean** this weekend. South Beach, also known as SoBe, is one of the most popular beach destinations in Miami made up of a sandy stretch that overlooks the Atlantic Ocean.

WHAT: With more CurbStand locations popping up all over Miami, CurbStand is celebrating its success in Miami with a quick and easy way to #valetYOURbutt and get to the beach. In true-befitting Miami style, the Company is introducing the convenience of valet parking to beach-goers, sun-bathers, and people-watchers headed to the sunny sands of South Beach with discounted parking and a CurbStand spot on the beach.

Customers won't have to battle other sun-worshippers for a spot, because CurbStand already has a spot picked out for its users! After valeting their cars on Ocean Drive between 11th and 12th Streets, customers will be escorted to their spot in the sand by CurbStand models, who will be decked out in fun branded gear. The designated model will set up customers with a CurbStand umbrella, as well as provide complimentary sunglasses, cold water bottles and sunscreen, so they can begin soaking up some rays.

Once ready to depart, all customers will have to do is use CurbStand's handy '**Request Car**' feature and their vehicle will be waiting for them once they step off the beach. The cost for day-long valet parking and a slew of CurbStand branded products is \$13.20 (parking, sun, towel and tip included).

WHY: CurbStand is making its mark on South Beach – Miami's hottest beach promenade that is also regarded as the art deco capital of the world – to provide motorists with the convenience of luxury valet and on-demand technology services. So enjoy the day, CurbStanders of Miami, courtesy of CurbStand, the cashless valet app that's changing the game for Ocean Drive cruisers and beachfront butts.

WHERE: Drivers can meet CurbStand parking personnel on Ocean Drive between 11th and 12th Streets.

WHEN: Saturday, January 31st and Sunday, February 1st between the hours of 9:30 a.m. and 4 p.m.

HOW: Just fire up CurbStand's free iOS app and in three simple steps, beach-goers can:

- **Find Location & Check-In:** Use CurbStand's map to locate the Ocean Drive #valetYOURbutt drop-off spot and check-in with your valet ticket number;
- **Leave Keys & Have Fun:** CurbStand customers can now get to the leisurely activities they enjoy, like basking in the shade and enjoying the warm waters of South Beach, quicker;
- **'Request Car' & Pay:** Use the in-app feature to notify the valet attendant instantly, who will reply with the estimated time of car pick-up. When ready, confirm the mobile payment amount – including a customized option to tip in increments of a dollar.

For a quick demonstration on how CurbStand works, check out this [video](#).

SOCIAL: Follow **CurbStand** on [Twitter](#), [Instagram](#) and [Facebook](#), and download the iOS app for free via the [iTunes store](#). And don't forget to tag beach photos with #valetYOURbutt.

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