

Red Carpet Kids

AND THE AWARD GOES TO.... YOU!

RED CARPET KIDS LAUNCHES IN SOUTH FLORIDA

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MIAMI - Red Carpet Kids, the experts in crafting luxury bespoke experiences and educational offerings for children and adults, is launching in South Florida. Their highly-acclaimed immersive experiences, including the famed "World Premiere Experience," have garnered accolades such as being voted **Best of New York Magazine**, and being called "**The Coolest Birthday Ever**" by **ABC News**. They have also been featured on shows such as *The View*, *Late Night with Seth Meyers* and *Inside Edition* amongst many others.

The "**World Premiere Experience**" is a once-in-a-lifetime event in which people of all ages can walk the red carpet, shoot their own live action movie with a director and film crew and then attend the red carpet movie premiere of the film they just shot, in a real movie theater, followed by an award show. Guests will have the opportunity to shoot their film and attend their premiere at a stunning, authentic cinema in Miami Beach.

The "World Premiere Experience" includes: VIP check-in, red carpet press interviews and paparazzi, personal butlers assisting the "stars," and stylists getting the talent into costume and makeup for their roles- as well as a director and film crew who will capture the amazing performances. After the film shoot - the cast attends a glittering "wrap party" and as the birthday guest blows out the candles on their cake - the world premiere of the film they just shot will be waiting for them. After a stop at their custom concession stand, ushers will escort the "celebrities" to their seats for the screening. After the screening - guests prepare their speeches - as they accept their award for their Oscar-worthy performances.

Co-Founders, Craig Saslow and Eva Shure, are so excited to be able to introduce this experiential offering to South Florida. "We think everyone deserves the opportunity to experience the creativity and excitement of making a real film and seeing yourself on the big screen" said Eva Shure. This Oscar Season and beyond - you can walk the red carpet and win your own award with Red Carpet Kids.

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