

Destination Brands Brings Miami Beach to New York's Grand Central Terminal

Enjoy a Sneak Peek At Miami Beach Sunscreen

Destination Brands brings a bit of Miami Beach's fun in the sun to New York's [Grand Central Terminal](#). On Saturday, February 15, 2014 commuters entering Grand Central Terminal's Vanderbilt Hall will have the opportunity to get an exclusive sneak peek at the new Miami Beach Sunscreen line.

"We are thrilled to be able to bring a piece of Miami Beach into Grand Central Terminal for a day," said VP of Marketing and Sales for Destination Brands, Desiree Rodriguez. "We'll be giving an exclusive sneak peek at the new Miami Beach Sunscreen and some other surprises along the way."

Destination Brands will offer New Yorkers a sneak peek at the Miami Beach Suncare product line on February 15th between 9:00 am and 9:00 pm at Vanderbilt Hall. Commuters will get to engage with the brand, try product samples, and even enter for the opportunity to win a trip to Miami Beach for the launch party of Miami Beach Sunscreen on March 14, 2014.

Miami Beach Suncare is the official and exclusive sun care product line of Miami Beach. It creates a true sensory experience of Miami Beach. From the texture of the cooling effect of the salt water gel, to the aroma of the signature Miami Beach fragrance and the soothing effect of the triple acting sea kelp formula, the essence of Miami Beach is contained in the MB bottle.

Leading the way in sun care innovation, Destination Brands International incorporates the natural sea elements into the formula of Miami Beach Suncare. Miami Beach Suncare combines the natural skin benefits found in sea kelp and sea water along with sun protecting properties to ensure that skin is protected, hydrated, and nourished. In an effort to keep Miami Beach beautiful, a portion of all proceeds will go towards beach cleanup efforts.

For more information on Destination Brands and Miami Beach Suncare, please visit www.MiamiBeachSun.com.

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About Destination Brands:

Destination Brands International is a fourth generation, family-owned, entrepreneurial business headquartered in Miami, Florida. Over the years its passionate team of innovators have successfully launched and branded products all over the world. In 2013, the City of Miami Beach partnered with Destination Brands International to develop the official and exclusive sun care product line of Miami Beach - Miami Beach Suncare.