



VILLAGE OF PINECREST  
Press Release

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**FOR IMMEDIATE RELEASE**

*Pinecrest is having a White Hot Selfie contest to rally behind the Miami Heat*

**Pinecrest, Fla.** – Pinecrest is having a *White Hot Selfie* contest to kick-off the NBA Finals where all Heat fans are welcomed to take selfies in front of the White Hot Heat Street sign on 130th Street just 1/2 block east of US 1 (in the parking area of Suniland Park). Use hashtag #LarryLovesPinecrest and post it to Facebook, Twitter or other social media.

Pinecrest staff will help kick-off contest by taking group selfies in Miami Heat gear and posting them on Pinecrest's Facebook page.

To download White Hot Staff Selfies, go to: <http://ge.tt/3JUaYBj1?c>.

Two lucky winners will win a Spalding Miami HEAT 2014 NBA Finals Mini-Ball. Winners will be selected based on creativity and team spirit.

The contest starts Thursday, June 6th and ends at midnight the night of the Game 4, Thursday, June 12th. The winning selfies will be posted on the Pinecrest Facebook page.

The Pinecrest Village Council co-designated Suniland Place (on 130th Street just 1/2 block east of US 1) as White Hot Heat Street during the NBA Finals in 2013 to honor the Miami Heat and their championships.

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