

John Lennon Educational Tour Bus Makes Return Visit To Miami

The Betsy Hotel hosts public tours on Ocean Drive & Students Come Together To Imagine Peace

New York, N.Y. (May 5, 2016) – The John Lennon Educational Tour Bus (Lennon Bus), the premier non-profit, state-of-the-art, mobile Pro Audio and HD video recording facility will make a return visit to Miami, FL on Monday, May 9th and Tuesday, May 10th. The appearance will include working with students at St. Brendan Catholic Elementary School. The Betsy Hotel, will host public tours and a performance by singer-songwriter, [LINNEY](#), a recent big winner in the international John Lennon Songwriting Contest. Free Public Tours are May 10, from 7 to 9 PM in front of The Betsy Hotel, followed by LINNEY's free performance at 9 PM in the Betsy's Lobby Bar.

Monday, May 9, 2016

The Lennon Bus team will dedicate Monday, May 9th to working with a select group of St. Brendan students on an audio and video recording session, providing them with hands-on experiences using the newest technology including the latest cameras and lenses from Canon U.S.A.. Prior to the session, and in honor of John Lennon and Yoko Ono, students and staff will unite with the Lennon Bus team to create a human peace sign on the St. Brendan campus. *"Encouraging our children to imagine peace is a great way to inspire the next generation to make peace a reality,"* said Lennon Bus Executive Director, Brian Rothschild

In support of the students at St. Brendan Catholic Elementary School, The John Lennon Educational Tour Bus will donate music and production gear valued at over \$2,500 and includes:

- Epiphone Casino guitar and case
- Audio-Technica ATH-M50x headphones
- OWC On-The-Go Pro HD 1TB hard drive
- Neutrik custom John Lennon Educational Tour Bus cable and connectors
- Yamaha YPG-235 Keyboard & SKD2 Survival Kit

Tuesday, May 10, 2016

The public is invited to tour the Lennon Bus, between 7 and 9 PM while its parked directly in front of The Betsy Hotel, followed by a free performance, from 9 to 10 PM by indie singer-songwriter and John Lennon Songwriting Contest winner, LINNEY. *"We believe deeply in Yoko Ono's vision to bring new media experiences to children all over the world, through this magnificent bus that is named in John Lennon's memory, and we are proud to host LINNEY in her first South Beach performance",* said Jonathan Plutzik, owner of The Betsy. More information about tours of the Lennon Bus at The Betsy Hotel can be found [here](#).

Schedule:

Monday, May 9, 2016

St. Brendan Catholic Elementary School
8755 SW 32nd Street Miami, FL 33165
9:00AM "Imagine Peace" sign photo with students and staff
9:30AM – 5:30PM Student Audio and Video Recording Session

Tuesday, May 10, 2016

The Betsy-South Beach
1400 Ocean Dr., Miami Beach, FL 33165
7:00PM – 9:00PM Lennon Bus Public Tour for Miami Beach community – register [here](#).
9:00PM – 9:45PM LINNEY Performance in Lobby Bar at The Betsy Hotel

The John Lennon Educational Tour Bus presented by Canon U.S.A. is made possible by Yoko Ono Lennon and many sponsors and contributors, travels nationally visiting schools, music and technology conferences and events, and partners with communities and media outlets to call attention to the importance of arts and digital media education. All projects created on board are available for viewing on [YouTube](#). The Betsy Hotel hosts the bus under the auspices of its PACE (philanthropy, arts, culture and education) program, and the PG Family Foundation.

ABOUT THE JOHN LENNON EDUCATIONAL TOUR BUS

The John Lennon Educational Tour Bus is a non-profit state-of-the-art mobile Pro Audio and HD video recording facility that provides hands-on experiences for students of all ages. In its 19th year of touring, the Lennon Bus features the latest audio and video technology, gear and products. The concept began as an offshoot of the John Lennon Songwriting Contest, dedicated to providing opportunities for both professional and amateur songwriters around the world; proceeds from which help support the Lennon Bus. The Lennon Bus travels across the U.S. and Canada year-round, providing free tours and workshops at schools, retailers, festivals, on tours with headlining artists, and at major industry conferences. Lennon Bus Europe began providing these same opportunities to the young people of Europe when it launched in Liverpool, UK in May 2013.

The John Lennon Educational Tour Bus is made possible by Yoko Ono Lennon and the following sponsors and contributors: Canon U.S.A., Inc., Apple, Juniper Networks, Securematics, Other World Computing, Neutrik, The NAMM Foundation, SESAC, Digital Media Academy, Audio-Technica, Genelec, Yamaha, Gibson Guitars, Epiphone, Sonnet Technologies, Avid, SSL, NewTek, TodoCast, IP Access, ZVEX Effects, Reflecmia, Baker & McKenzie, Litepanels, Clear-Com, Anton/Bauer, AJA, Copperpeace, Applied Acoustics Systems, Mobile Roadie, McDSP, Native Instruments, IK Multimedia, Noise Industries, JDI, iZotope, Mad Mimi, Ableton, Ampeg, Mackie, Guitar Player, Bass Player, Electronic Musician, Keyboard Magazine, SKB and LiveU.

ABOUT THE BETSY-SOUTH BEACH

The Betsy South Beach (Thebetsyhotel.com) is *the only Forbes Four Star and AAA Four Diamond boutique hotel on Miami Beach*. It's also world-recognized for embracing the power of community through wide-ranging programs in Philanthropy, Arts, Culture, and Education. Each room at the hotel has a small library of poetry and other books and a poetry bookmark is placed on guest pillows every night. The Betsy's Writers Room **Thebetsywritersroom.com** welcomes year-round artists, numbering more than 300 since 2012. The hotel is host to annual festivals in wide ranging arenas, such as a cappella, jazz, and global literature, and was twice a recipient of a prized Arts Challenge Grant from the John S. and James L. Knight Foundation. Over the past seven years, the hotel has become a catalyst for energized discourse, innovative thinking, and expansive charitable programming. The Betsy is a long time partner of the John Lennon Educational Tour Bus, believing in the importance of universal access to technology and media as a core component of education. Jonathan Plutzik and Lesley Goldwasser are principal owners of The Betsy Hotel, located at 1440 Ocean Drive, Miami Beach. Telephone: 305-760-6902.

FOR MORE INFORMATION PLEASE CONTACT:

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