

FOR IMMEDIATE RELEASE

Media Contact:
Monica Glukstad
305-671-4772
Monica.Glukstad@AvMed.org

**AvMed Presents LIVE! from the Broward Center for the
Performing Arts**

Community invited to connect and engage with local artists from the comfort of home while social distancing due to COVID-19

MIAMI, Fla. – June 18, 2020 – AvMed, one of Florida’s oldest and largest not-for-profit health plans, is doing its part to help the community stay connected and engaged while social distancing due to COVID-19 by launching AvMed Presents LIVE! from the Broward Center for the Performing Arts - - a performing arts showcase featuring virtual performances from several local artists of varying talents and diverse backgrounds reciting original and standard songs. The exclusive performances are open to the public and transmitted every other Monday from 2 p.m. to 3 p.m. on AvMed’s [Facebook](#) page through August.

“At AvMed we believe in providing the community with the tools and resources they need to have a truly balanced life, rich in what matters most: health and happiness,” said Candy Sicle, head of consumer sales and retention at AvMed. “Active minds are healthy minds and few things enrich the human spirit more than connecting with meaningful activities like music and the performing arts,” added Sicle.

An added benefit to helping the community stay connected and engaged while social distancing, is the ability to also impact the lives of local artists amid coronavirus-related show cancellations and postponements. AvMed Presents LIVE! from the Broward Center for the Performing Arts is a step forward in restoring confidence for those local artists whose entire livelihood depends on a vibrant performing arts industry.

"I was so thrilled and honored to perform on behalf of AvMed at the Broward Center for the Performing Arts. The attention to detail and the professionalism in which the staff and the crew treated me was outstanding. The venue itself is world class and to be able to be on the same stage where so many greats have been before, fills me with complete happiness,” said [Elsten Torres](#), two-time Grammy nominated artist and BMI award winning songwriter. “I truly believe that music helps promote good health and feel very fortunate to have the ability to share my music with others,” added Torres.

In addition to Elsten Torres, the below local artists will be performing:

- [J Blue](#): Singer/songwriter
- [Davis and Dow](#): Multi-award winning jazz duo



- Alex Del Sol: Pianist, accordionist and singer
- [Shelley Keelor](#): Award-winning actress, international singer and entertainer
- David Scism: Leader of the Broadway Boys

For more information, the community may call 888-430-9896, Monday through Friday from 8 a.m. to 8 p.m.

-# # #-

About AvMed

AvMed transforms lives to create a WELLfluent™ world. By uniting around this sole purpose over our 50- year history, we've aimed to inspire our Floridian health plan Members to focus on celebrating the riches that matter most— health and happiness. Learn more at [AvMed.org](#).

-# # #-