

## **Grammy Award Winner, Benny Benassi, Confirmed to Join 15 DJs for January 2010 Miami Groove Cruise to the Bahamas on Norwegian Sky**

*Grammy Award winning DJ/producer, BENNY BENASSI, is confirmed to DJ on the GROOVE CRUISE from Miami to Great Stirrup Cay (Norwegian Cruise Line's private island) and Nassau, Bahamas, from January 29th to February 1st, 2010, onboard Norwegian Sky*

October 22, 2009 (FPRC) -- MIAMI, FL (October 12TH, 2009) – Grammy Award winning DJ/producer, BENNY BENASSI, is confirmed to DJ on the GROOVE CRUISE from Miami to Great Stirrup Cay (Norwegian Cruise Line's private island) and Nassau, Bahamas, from January 29th to February 1st, 2010, onboard Norwegian Sky. Headlining a drop-dead cast of international party DJs, BENASSI joins DJs BORIS, SERGE DEVANT, MIND CONTROL (PETER BAILEY & RICHIE SANTANA), STEVE SMOOTH, MANUFACTURED SUPERSTARS, ANTHONY ATTALA, SYDNEY BLU, CATO K, KALENDR, LOUIS DEE, SHANNON WILLIAMS and GREG BAUER as entertainment on the 2010 Miami GROOVE CRUISE to the Bahamas.

Before winning the Grammy Award for 'Best Remixed Recording' for his Satisfaction Remix of PUBLIC ENEMY's 'Bring The Noise' at the 50th Grammy Awards in 2008, BENNY BENASSI achieved worldwide success with his original hit single, the electro track, 'Satisfaction,' in 2002. 'Satisfaction' propelled BENASSI onto dancefloors and airwaves beyond his native Italy and garnered name-recognition for the DJ/producer well beyond the realm of clubland.

Now entering its sixth year, the GROOVE CRUISE (Whet Travel) is a testament to company CEO, Jason Beukema's, vision. Recent GROOVE CRUISE headliners include international DJs/producers Deadmau5, Robbie Rivera, Sharam (Deep Dish), Bad Boy Bill, Lee Burridge, DJ Dan, Donald Glaude and others. Said Beukema, 'My mission when starting the GROOVE CRUISE was to create an unforgettable adventure for young professionals who love dance music. Being onboard a luxury cruise liner in the middle of the ocean, with your favorite DJs spinning your favorite tunes alongside like-minded people dancing ecstatically...is a rush. Add to that our spectacular beach parties and sunsets on the horizon and there's nothing else like it!' Added The Opium Group's Carlos Correal, head of talent for the Miami GROOVE CRUISE, 'This is an exciting opportunity to present DJs in a new environment outside of nightclubs. It also gives fans the opportunity to enjoy a more intimate show and allows them to feel more connected with the artists.'

The GROOVE CRUISE has been featured in The New York Times, 944 Magazine, on MTV, CNN, the BBC (UK), FOX-TV, and in numerous other media outlets. Media partners for the Miami cruise include DJ Times Magazine, and Bar Business Magazine, among others. A portion of all GROOVE CRUISE sales go towards NEXTAID, the nonprofit organization dedicated to helping children in Africa who have lost a parent to AIDS. Promoters, media partners and VIP influencers can earn free cruises and perks by joining the affiliate program. For more information visit [www.TheGrooveCruise.com](http://www.TheGrooveCruise.com), [www.SiriusXM.com/area](http://www.SiriusXM.com/area), [www.DJTimes.com](http://www.DJTimes.com) and [www.BennyBenassi.com](http://www.BennyBenassi.com). For true media inquiries only, contact EMILY TAN MEDIA RELATIONS, (917) 318-3758, [EmilyEmilyTan@aol.com](mailto:EmilyEmilyTan@aol.com).

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