



**THE STRONACH GROUP & DAVID GRUTMAN PRESENT:  
LIV POP UP BOARDWALK VILLAGE AT THE PEGASUS WORLD CUP  
INVITATIONAL ON JANUARY 27, 2018**

*Featuring Live Performances by Post Malone, Ludacris, DJ Ruckus and more!*

**HALLANDALE BEACH, FL** (January 16, 2018) – **Belinda Stronach** (Chairman & President, [The Stronach Group](#)) in partnership with **David Grutman** announced today the addition of the LIV Pop Up Boardwalk Village at the \$16 million USD [Pegasus World Cup Invitational](#). This unique, themed, entertainment experience will take guests back to the notoriety of the prohibition era to celebrate its retro appeal while guests witness the world’s richest Thoroughbred horse race. The Pegasus World Cup Invitational will take place on Saturday, January 27, 2018, at The Stronach Group’s premier Florida entertainment destination, Gulfstream Park in Hallandale Beach.

Partnering with David Grutman, the LIV Boardwalk Village will recreate Grutman’s world-renowned, high-energy events onsite at the Pegasus World Cup Invitational, creating an incredible, new race day experience for fans. LIV Boardwalk Village will host a variety of unforgettable entertainment components in “vignette” style programming that includes live performances by **Post Malone** (rapper, singer/songwriter & producer), **Ludacris** (rapper and actor) along with DJ sets by **DJ Ruckus** and local all-stars.

*“The Stronach Group is excited to be working with David Grutman to bring a world class entertainment experience to the Pegasus World Cup Invitational – the world’s richest horse race calls for a party!” said **Belinda Stronach, Chairman & President, The Stronach Group.** “It has been a pleasure to work with David and the LIV team. By combining our expertise, we are able to create new experiences that will make for a great day of entertainment, music, food, fun, and of course, for an unforgettable day of Thoroughbred horse racing. I can’t wait for this!”*

*“This awesome event showcases our brands and our friends coming together, creating an over the top pop up experience – whether you are looking for amazing food, or to see some of the biggest names in music, we’ve got you covered,” said **David Grutman.***

LIV Boardwalk Village will also include a gourmet food carnival with tastings courtesy of **KOMODO** (an award-winning contemporary Southeast Asian restaurant located in Miami’s Brickell neighborhood), **Planta** (an innovative plant-based restaurant opening soon in South Beach), **OTL** (a modern counter serve with chill vibe serving sandwiches, salads & baked goods in Miami’s Design District) and **Adena Grill** (a steakhouse located in Gulfstream Park featuring grass-fed meat sourced from The Stronach Group owned Adena Farm).

Tickets to LIV Boardwalk Village, opening at 2:00pm on race day, start at \$75 USD and can be purchased at [www.LIVnightclub.com/livvillage](http://www.LIVnightclub.com/livvillage). For bottle service table reservations, please call (305) 674-4680 or email [VIP@LivNightclub.com](mailto:VIP@LivNightclub.com).

To keep up with the latest news and updates follow the Pegasus World Cup Invitational on Facebook, Twitter and Instagram @pegasusworldcup and at [www.pegasusworldcup.com](http://www.pegasusworldcup.com).

#####



**Press Contact for the Pegasus World Cup Invitational/Event Day Activation:**

Julie Fogel | [Julie@GnazzoGroup.com](mailto:Julie@GnazzoGroup.com) | (240)-601-1266

**Press Contact for David Grutman/LIV**

Chad Fabrikant [chad@carmaconnected.com](mailto:chad@carmaconnected.com) 786.282.1139