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On Wednesday July 24, 2013, The Lure Group and Merchants Hospitality hosted the grand opening of their newest venture Watermark Bar – a breathtaking double level waterfront venue located on Pier 15 at NYC's historic South Street Seaport. VIP guests enjoyed LeSUTRA Sparkling Liqueur infused snow cones, cocktails and draft beer, as well as Watermark Bar signature menu light bites and sweet treats by Baked by Melissa. Celebrity guests including Rosario Dawson and co-hose of Live! With Kelly and Michael Michael Strahan, among many others – got on their feet and danced to tunes spun by DJ Cory Kennedy, while taking in the stunning waterfront views.



Who's Who: Rosario Dawson, Live! with Kelly and Michael Michael Strahan, Nicole Murphy, actress Tichina Arnold, Mets Hall of Famer John Franco, NYPD Blue's Charlotte Ross, Fashion Designer Katie Gallagher, DJ Cory Kennedy, and Chopped judge and restaurateur Marc Murphy.

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