



# Gerald Schwartz

JUN 22, 1927 - FEB 12, 2018



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BETH DAVID  
MEMORIAL GARDENS

Levitt-Weinstein  
MEMORIAL CHAPELS & CEMETERIES

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## Gerald Schwartz

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**G**erald Schwartz passed away on February 12, 2018 in the comfort of his home. Gerald was born in Bronx, N.Y. on June 22, 1927. He was the son of George and Martha Schwartz. Gerald is survived by his adoring wife Felice and children Gary (Lori), Gregg (Janet) and Wendy Schwartz Catanese (Anthony). Gerald is also survived by his grandchildren Catherine, Karen and Adam. Gerald graduated from Miami High and received undergraduate degrees from N.C. State and the University of Miami, and earned a Master of Science in Mass Communication from FIU at the age of 81. When interviewed on local T.V. at his FIU graduation, he related to the reporter that he was about to embark on finding gainful employment. Though quite the workaholic, he somehow found the energy and time to see his children participate in academic and sports endeavors. Gerald was a proud member of the ZBT fraternity. Gerald met Felice while they were both students at the U in 1948. Their 67 years of marriage was filled with love, fun, travel and work. Gerald ran a successful public relations business and specialized in local, state and national political campaigns. Gerald and Felice represented scores of judges in Miami-Dade for 30 years. In 1972, Gerald ran Senator Henry M. "Scoop" Jackson's campaign for President in Florida. Gerald was labeled the "Kingmaker" by the Miami Herald. He was a hands-on publicist who went all over Miami-Dade County introducing his candidates to community leaders, and often traveled to Tallahassee to ensure his judges had no or weak opposition. Gerald was a long-standing leader in the Zionist movement and traveled to Israel with Felice on numerous occasions and shared fond memories of those meaningful visits. Gerald was also a fixture in Miami Beach politics for decades and represented numerous Mayors and city council members. Gerald was a huge CANES fan and supporter for over 70 years and enjoyed bringing his wife and the kids to the Orange Bowl. Gerald and Gregg often watched Canes football and basketball together. He adored his entire family and often told them



## Obituary

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how he truly loved them and was proud of their accomplishments. Gerald retired almost 15 years ago to Aventura where he and Felice quickly made many new friends. Gerald was a regular in a poker game at the Point condo until two weeks before he died. He attended his grandchildren's graduations at Tufts University (Catherine) and the U (Karen) and was so proud of their educational pursuits. His daughter Wendy married in 2017 and Gerald was thrilled to celebrate that joyous occasion. Gerald was listed in the Who's Who in America and was the founding Editor of The Jewish Miami Herald. He was recently honored as a 50-year member of the Public Relations Society of America. Gerald was the Publicity Director for the U.S. Army in Europe during WWII. Gerald will be surely missed by not only his family but by those relatives and friends with whom he shared the love of life. Gerald, your wife and immediate family will remember all the great times you helped create! In lieu of flowers, please make donations to the Greater Miami Jewish Federation [www.jewishmiami.org](http://www.jewishmiami.org). A service celebrating the life and times of Gerald will be held Thursday, February 15, 2018 at 2:00 p.m. at Levitt-Weinstein Memorial Chapel, 18840 W. Dixie Hwy., N. Miami Beach, Florida. Arrangements by Blasberg-Rubin-Zilbert Memorial Chapel (305) 538-6371



# Events

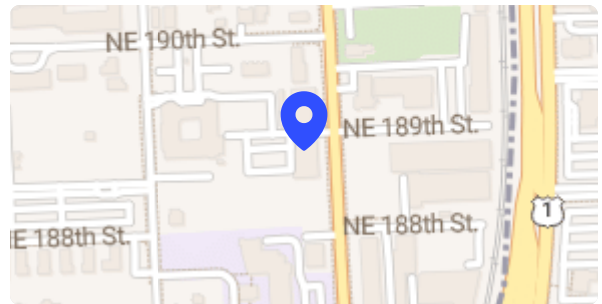
**Gerald Schwartz**  
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## Celebration of Life

**Thursday**, February 15, 2018

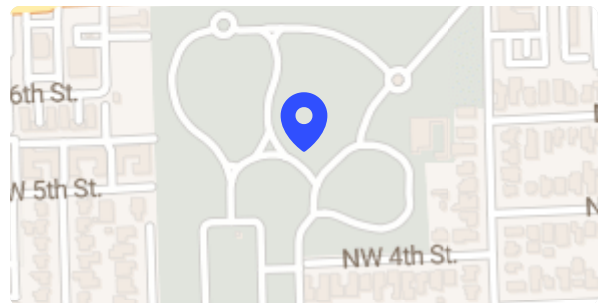
2:00 PM ET

**Levitt-Weinstein Blasberg, Rubin-Zilbert Memorial Chapels**  
18840 W. Dixie Highway, North Miami Beach FL 33180



## Cemetery Details

**Mount Nebo Miami Memorial Gardens**  
5505 NW 3rd Street, Miami FL 33126





# Memories only last if you share them

Join us in honoring Gerald by contributing to a collection of shared memories.



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