



MEDIA RELEASE

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VISIT FLORIDA Announces Flagler Award Finalists

TALLAHASSEE, Fla. (July 8, 2002) – VISIT FLORIDA announced today the finalists for the Third Annual Flagler Awards, Florida's statewide hospitality awards program. Presented by VISIT FLORIDA, the program is designed to acknowledge the outstanding tourism marketing achievements of Florida's innumerable travel businesses, destinations and attractions.

All finalists will be recognized during the 2002 Florida Governor's Conference on Tourism, August 11-13 at the Gaylord Palms in Kissimmee, with the presentation of the program's top honor, the "Henry," for each of the categories.

The following companies and organizations (listed alphabetically) have qualified as finalists for the various award categories:

Web Success:

30-A.com, Inc.

Daytona Beach Area Convention & Visitors Bureau
Hawk's Cay Resort on Duck Key
Lee Island Coast Visitor & Convention Bureau

Creative Partnering:

Department of Environmental Protection/Office of Greenways and Trails
Lee Island Coast Visitor & Convention Bureau
Orlando/Orange County Convention & Visitors Bureau
Palm Beach County Convention & Visitors Bureau

Creativity in Public Relations:

Amelia Island Tourist Development Council
Boca Raton Resort & Club
St. Petersburg/Clearwater Area Convention & Visitors Bureau
Universal Orlando

**Resource/Promotional
Material-Trade:**

Boca Raton Resort & Club
Hawk's Cay Resort on Duck Key
Kissimmee-St. Cloud Convention & Visitors Bureau
Pensacola Convention & Visitor Information Center

**Resource/Promotional
Material-Consumer:**

Florida Fish & Wildlife Conservation Commission\
Kissimmee-St. Cloud Convention & Visitors Bureau
Lee Island Coast Visitor & Convention Bureau
Space Coast Office of Tourism

Direct Mail:	Central Florida's Polk County Convention & Visitors Bureau Greater Fort Lauderdale Convention & Visitors Bureau Kissimmee-St. Cloud Convention & Visitors Bureau Universal Orlando
Internet Advertising:	Amelia Island Tourist Development Council Lee Island Coast Visitor & Convention Bureau Monroe County Tourist Development Council
Out-of-Home Advertising:	Ron Jon Surf Shop Sarasota Convention & Visitors Bureau St. Petersburg/Clearwater Area Convention & Visitors Bureau Universal Orlando
Print Advertising-Newspaper:	Monroe County Tourist Development Council St. Petersburg/Clearwater Area Convention & Visitors Bureau
Print Advertising-Magazine:	Boca Raton Resort & Club Lee Island Coast Visitor & Convention Bureau Monroe County Tourist Development Council Palm Beach County Convention & Visitors Bureau
Television Advertising:	Emerald Coast Convention & Visitors Bureau Monroe County Tourist Development Council St. Petersburg/Clearwater Area Convention & Visitors Bureau Universal Orlando
Marketing Campaign:	Dale E. Peterson Vacations/Destin Resorts Orlando/Orange County Convention & Visitors Bureau Universal Orlando

The annual awards are open to all individuals, private businesses and not-for-profit organizations offering a tourism product or service in Florida.

For more information on Governor's Conference, contact VISIT FLORIDA at (850) 488-5607 or visit www.VISITFLORIDA.org. For more information on the Flagler Awards, contact Maria Hayworth at Hayworth Creative Advertising & Public Relations at (386) 677-7000 or maria@hayworthcreative.com.

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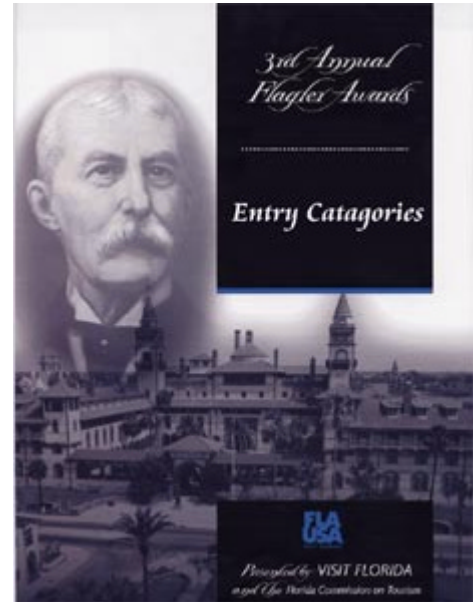
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3rd Annual Flagler Awards

Henry Flagler, the Flagler Awards were established by the Florida Commission on Tourism as a way to recognize the countless individuals and organizations whose outstanding tourism marketing efforts collectively help to maintain and improve Florida's position as one of the world's most popular travel destinations.

Each year, the Flagler Awards honors those whose skill, commitment, resourcefulness, imagination, creativity and innovative spirit contribute to the success of Florida's tourism industry, and in doing so ensure the continued prosperity of our industry and our state.

You are encouraged to join us in acknowledging and celebrating the outstanding tourism marketing achievements of Florida's innumerable travel businesses, destinations and attractions.



Entry Categories

Creative Partnering

Any program, tour, advertising program, publication or other activities that are the result of a partnership between two or more destinations, businesses or organizations (excluding **VISIT FLORIDA**), sharing resources to promote a common experience or product.

Creativity in Public Relations

Any program, fam tour, press reception, press conference, media kit, VNR, news release or other public relations activity.

Resource/Promotional Material - Trade

Guides, tour planners, brochures, external newsletter, videos, CDs and sales kits created for meeting & convention, tour & travel and business-to-business markets.

Resource/Promotional Material - Consumer

Brochures, visitor guides, vacation planners, trip and tour guides, directories, magazines, videos, CDs and other materials created for consumer markets.

Direct Mail

Trade or consumer direct mail pieces, single or campaign, three dimensional or flat, distributed in any market.

Web Success

Web Sites developed for trade, consumer or media use.

Internet Advertising

Internet ads, single or campaign, any size, buttons, banners, pop-ups or other, appearing on trade, media or consumer Web sites.

Out-of-Home Advertising

Flat and dimensional outdoor boards and bulletins, fleet graphic or posters appearing in any market.

Print Advertising - Newspaper

Newspaper ads, single or campaign, any size, black and white or color, appearing in any market.

Print Advertising - Magazine

Magazine ads, single or campaign, any size, four color or less than four color, trade or consumer, appearing in any market.

Radio Advertising

Radio spots, single or campaign, any length, airing in any market.

Television Advertising

Television spots, single or campaign, any length, airing in any market.

Marketing Campaign

Marketing campaigns involving a minimum of three elements, such as sales, promotions, direct mail, radio/television advertising, public relations, etc.

Judging

A panel of distinguished judges has been scheduled to review all entries. The panel is comprised of marketing, advertising and public relations professionals, as well as leading members of the travel industry. Entries are not judged against other entries in their category. Judges will review materials and information provided on Entry Forms and Project Summaries, using a point system and a set of predetermined criteria to evaluate each entry on its own merit. All decisions are final.

The Flagler Awards will be presented during the awards ceremony at the **35th Annual Governor's Conference on Tourism**. Winning entries will be displayed at the Conference.