

THE GREAT
VISIT FLORIDA
BEACH WALK

COMING SOON
To A Beach Near You

WHAT

Florida is out to show the world our beaches are as wonderful as ever with a one-day beach walk that covers Florida's 825 miles of beaches.

On beaches across the state, official registered volunteers will each walk their designated mile and take a photo to upload to the internet. Each county will tabulate the county's walked miles and communicate to the Official VISIT FLORIDA® Beach Walk Center where a noon press conference will share the success with media. Some areas are hosting special events, and media is being invited to cover the story or participate as walkers.

All beach photos will be displayed in real time on www.VISITFLORIDA.com/beachwalk – where people can vote on their favorite Florida beach mile and be entered to win \$5,000 and a Mazda Miata so they can take their own Sunshine State beach tour.

WHY

After a summer of weather and oil scares, it's time to celebrate – and to do so in time for our winter visitors to know we're ready and waiting. The Great VISIT FLORIDA Beach Walk is a feel-good, grassroots effort celebrating the beautiful beaches everyone loves.

WHO

VISIT FLORIDA, the Sunshine State's official tourism marketing organization, and Volunteer Florida, in coordination with the Florida Restaurant and Lodging Association, the Florida Lottery and other Florida organizations and businesses, are teaming up to conduct a statewide, one-day, mile-by-mile beach walk by a minimum of 825 volunteers, ultimately covering Florida's 825 miles of beautiful beaches.

HOW

Pre-Event

- A special map will be created which identifies latitude and longitude for Florida's 825 beach miles.
- Volunteer Florida will host online registration for volunteers willing to walk a beach mile and take photographs. Beaches will be organized by county and volunteers will be assigned to a specific mile in their county. County Hosts, designated by Volunteer Florida, will organize and direct the registered volunteers in their area.
- A coalition of Florida organizations, including the Florida Restaurant and Lodging Association, the Florida Lottery, Volunteer Florida and tourism industry organizations will reach out to promote the event to Floridians around the state. The goal is to get as many Floridians as possible to join the celebration and share photos of our great beaches with the rest of the world.
- Event T-shirts and other collateral materials (event banners, hats and information cards) will be produced and distributed to County Hosts prior to the event.

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WALK

825
MILES

Day of Event

1. On the morning of November 6, 2010, numbered Beach Walk flags will be posted at the start and finish of each mile. These flags mark the walkers' path and allow participants to identify the correct mile for their photo.
2. That morning, registered volunteers will each walk their mile between sunrise and 11 am EST.
3. Sometime during their mile walk, each volunteer will take a photo of the beach and upload it with their mile ID number via e-mail or a web form. These pictures will be displayed on an interactive map on www.VISITFLORIDA.com/beachwalk.
4. Each walker may also take a photo of themselves with the flag marker to be used in a photo collage at the press conference.
5. All Floridians will be encouraged to come to the beach to show their support and join in the fun.
6. At noon, VISIT FLORIDA, Volunteer Florida, the Florida Restaurant and Lodging Association and other participating state organizations will host a press conference following the conclusion of the walk. The location of the press conference will be announced closer to the date of the walk. The press conference will highlight the success of the Great VISIT FLORIDA Beach Walk, showcasing all 825 miles of beaches walked.
7. Beach Walk photos will be uploaded that morning and can be seen at www.VISITFLORIDA.com/beachwalk. From November 6th through December 6th, visitors to the site will also be able to vote on their favorite beach mile and be entered into a sweepstakes to win \$5,000 and a Mazda Miata to take their own Florida beach tour.

Florida Organizations Partnering for Florida

This event is being supported and promoted by a number of great Florida organizations:

- VISIT FLORIDA is hosting the overall effort, including the website, as well as communications to get the word out beyond state boundaries to potential visitors and Florida residents through Share a Little Sunshine.org.
- Volunteer Florida is organizing the official volunteer efforts across the state, reaching out to and through Florida's committed network of volunteers and service organizations.
- The Florida Restaurant and Lodging Association is reaching out through its extensive network of partners to let Floridians know about the event through table tents, e-mail, specialty advertising, newsletters and its "Back to the Beach" campaign. As a co-sponsor of Share a Little Sunshine, FRLA is also helping promote awareness of the Share a Little Sunshine website.
- The Florida Lottery is providing promotional support to help get the word out.
- Organizations including the Florida State Parks and the Florida Fish & Wildlife Conservation Commission are also contributing expertise and volunteers.

Make A Difference

Tourism keeps Florida's economy strong. The Great VISIT FLORIDA Beach Walk is a natural way to encourage visitors to vacation here, where our beaches are as wonderful as ever. Join the Beach Walk to "Share A Little Sunshine" in support of Florida's economy. For more information about becoming a Florida fan, please visit sharealittlesunshine.org.

For additional information, contact Kathy Torian at (850) 205-3865 or kathyt@VISITFLORIDA.org.

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