



CONVENTION & VISITORS BUREAU

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New Website Makes Discovering Sarasota County's

Natural Assets A Walk in the Park

SARASOTA – The Sarasota Convention & Visitors Bureau (SCVB) is proud to announce the brand new Discover Natural Sarasota County website, www.discovernaturalsarasota.org. It is the first time so much information about Sarasota County's natural assets is brought together to help tourists and residents enjoy Sarasota's great outdoors and the places to learn about environmental stewardship. The brand new website is only just the beginning when it comes to making this information accessible to the public. Soon the SCVB will embark on a heavy advertising, public relations and viral/social media campaign to even further spread the message of Sarasota County's amazing natural assets.

The website focuses on authentic Florida experiences and includes Sarasota County's bays, beaches, the Gulf, parks and preserves, and rivers. It is organized so visitors can readily find information based on their interests. For instance, a drop down menu under the Wildlife heading takes you to all the great sites for bird-watching. Or a visitor can search by activity. Want to find all the places to go kayaking or hiking? Click on those drop down menus and learn both about the well-known parks as well as little-known gateways. Are you more interested in fishing, horseback riding, or camping? Looking for pet friendly outdoor activities? Or perhaps a great spot for a family picnic? Dropdown menus and articles full of detailed recommendations will send you on your way to great outdoor experiences.

All the natural assets included on the website are managed with the goal of preserving ecosystems while providing access to nature-based recreation. Additional venues, both indoors

and outdoors, provide opportunities to learn about the science of nature and the environment. The newly designed “Discover Natural Sarasota County” website went live this week.

“The Discover Natural Sarasota County website demonstrates a tremendous county wide collaborative effort of more than 20 people contributing content about 64 different locations in Sarasota County,” states SCVB Director of Marketing & Sales, Anne Zavorskas. “We are thrilled at the initial feedback from the launch of the website and we look forward to making additional enhancements for phase two next year.”

Myriam Springuel, Executive Director of the Science and Environment Council of Sarasota County added, “People come to Sarasota County for its natural beauty but our interconnected eco-systems are vulnerable. By helping visitors and residents learn about and experience the outdoors, we help them care about the natural assets that make Sarasota so special, and thus participate in the County’s legacy of preserving the environment.”

The new website was developed by the SCVB, in partnership with Sarasota County Government, the Science and Environment Council of Sarasota County, and the Conservation Foundation of the Gulf Coast. The goals of the website are to stimulate awareness of Sarasota County as a nature destination and to provide information about Sarasota County’s tourism-related natural assets.

The **Sarasota Convention & Visitors Bureau** leads and supports the tourism industry in Sarasota County by providing the highest quality, and most innovative, marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world.

www.sarasotafl.org

The **Science and Environmental Council of Sarasota County’s** mission is to promote and advocate science, conservation, and environmental issues in Sarasota County for maintaining and improving quality of life through education, public outreach, demonstration, information gathering and analysis, and special projects. www.secsc.org

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