



Manatee and Sarasota County Businesses Celebrate Independents Week, Offer Discounts for Local Tourists

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SARASOTA, Fla. (February 22, 2008) – The Bradenton Area Convention and Visitors Bureau (CVB) and Sarasota & Her Islands Convention and Visitors Bureau (CVB) are partnering to celebrate locally-owned businesses by joining in the nationwide observance of the 7th Annual Independents Week, July 1-7. This celebration will honor locally-owned, independent businesses and the far-reaching impact of their entrepreneurial spirit on the American way of life.

Any independent retailer or restaurant in Manatee and Sarasota counties is invited to participate in the Passport Program by providing a discount or special offer for local residents. Offers must represent at least a 10% discount off goods or services, offer a buy-one-get-one special or any other offer not available to the general public. Participation in this promotion will be limited.

Throughout the entire month of July, local residents can play tourists in their own backyards utilizing their “Passport.” Each passport will list participating businesses, their offers and special events in the area. Businesses will mark the passports when someone visits their store and completed passports will be eligible for grand prize giveaways. No purchase is necessary for acknowledgement of the passports.

Interested businesses should contact Independents@castolp.com for more information. Please visit www.amiba.net for details on National Independents Week.

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.

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