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Prize Package Highlights Setting of Latest Stephen King Book

SARASOTA, FL (April 18, 2008) - The Sarasota Convention and Visitors Bureau (SCVB) has announced the winners of its “Duma Key” sweepstakes, inspired by the popular novel by Stephen King. Barb Sokolowski, of Hamburg, NY, and Elizabeth Earhart, of Harrisburg, PA, have each won an all-expense paid trip for two to Sarasota and Her Islands.

As the trend of “literary tourism” - where travelers visit places from fictional texts- continues to grow, Sarasota and Her Islands, Florida, invites Stephen King fans to travel to the destination to explore the setting for “Duma Key”. Set on a fictional island off the coast of Sarasota, “Duma Key” includes many references to real places and attractions within the destination of Sarasota and Her Islands.

Sokolowski and Earhart have both won prize packages that include roundtrip airfare for two; a four-day, three-night stay at the Lido Beach Resort; dinner at The Lido Beach Grille, two tickets to the John & Mable Ringling Museum of Art, Mote Marine Laboratory & Aquarium and Selby Botanical Gardens; a copy of “Duma Key” and a collection of Stephen King novels.

Simon & Schuster, Inc., publishers of “Duma Key,” named Earhart winner of a contest exclusive to booksellers, held during the month of January. Sokolowski was one of many who entered for a chance to win the “Duma Key” sweepstakes on the Sarasota Convention and Visitor’s Bureau (SCVB) website, www.sarasotafl.org, between the months of February and April.

The Sarasota Convention & Visitors Bureau’s mission is to make Sarasota County the must-see destination on Florida’s Gulf Coast. The SCVB also 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. For more information, contact Erin M. Duggan at (941) 955-0991, ext. 108, or eduggan@sarasotafl.org.