



Sarasota County's Tourism Industry Supports Local American Idol Hopeful Syesha Mercado

FOR IMMEDIATE RELEASE

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Contact: Erin M. Duggan, (941) 955-0991, ext. 108

Sarasota, Florida – The Sarasota Convention & Visitors Bureau (SCVB) is leading the local tourism industry to support Sarasota local, Syesha Mercado, in her attempt to reign as the winner of this season's American Idol. The SCVB has launched a campaign on www.sarasotafl.org, the official website for visitor information for Sarasota County, in an effort to raise awareness of this Sarasota talent and to encourage the public to vote for her in the competition.

We're proud to see the talents of a Sarasota local featured on one of the nation's most popular television reality shows, said Virginia Haley, President, Sarasota Convention & Visitors Bureau. We hope that by sharing this message with our industry and visitors on our website and through an e-mail campaign that we'll increase the number of votes that Syesha receives and catapult her into the final rounds.

The positive press that comes to a destination from having "one of their own" in the final rounds of a top show like American Idol can raise overall awareness and name recognition of a community.

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. For more information, contact Erin M. Duggan at (941) 955-0991, ext. 108, or eduggan@sarasotafl.org

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