



Stephen King Fans Are Invited to Have a “Duma Key Day” In Sarasota And Her Islands, Florida

Travelers Can Head to Sarasota to Explore the Setting for Duma Key, the Latest Novel by Famed Author and Sarasota Resident, Stephen King

FOR IMMEDIATE RELEASE

February 25, 2008

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SARASOTA, Fla. (February 25, 2008) – As the trend of “literary tourism” where travelers visit places from fictional texts continues to grow, Sarasota and Her Islands, Florida, invite Stephen King fans to travel to the destination to explore the setting for King’s latest novel, 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. Visitors to Sarasota can download a list of referenced places from www.sarasotafl.org/duma_key, and are invited to have a “Duma Key Day” and visit the area around the fictional island for themselves.

King’s first novel set in Florida, Duma Key is located on a fictitious barrier island linked by a drawbridge to the south end of Casey Key, where King has owned a home for the last few years and is a part-time resident. King fans visiting Sarasota can walk in the footsteps of Edgar Freemantle, King’s protagonist, who comes to Duma Key to paint, after an accident with a crane nearly takes his life.

King enthusiasts can eat their meals at several of the eateries Edgar visits during his stay near Sarasota, including Zoria’s Restaurant, Opehlia’s on the Bay and the Casey Key Fish House. Travelers to the destination can explore the Palm Avenue Art Galleries where the fictitious Scotto Gallery is located; the Selby Memorial Library where Edgar gives his art lecture; or can visit the John & Mable Ringling Museum of Art, where Edgar spends his last day with his family before they depart for Minnesota. Fans can stay at the Ritz-Carlton Sarasota, where Edgar sets up his family and friends before his art show, or The Colony Beach and Tennis Resort, where Gene Hadlock and Elizabeth Eastlake won the mixed doubles amateur tennis tournament when she was forty-five and he was twenty.

For those looking to explore the entire destination as viewed through Edgar’s eyes, guests can even visit those mundane spots he visited while running errands, such as Mortona’s grocery, Casey Key Bridge, Main Street Sarasota, the Sarasota Memorial Hospital, the Nokomis Tru Value or the 7-11 Nokomis. For a complete list of Sarasota references throughout the book, travelers can visit www.sarasotafl.org/duma_key.

SARASOTA

—AND HER ISLANDS—

Stephen King fans are also encouraged to visit the website to enter to win a trip for two to Sarasota and Her Islands. The complete winner's package includes roundtrip airfare for two; a four-day, three-night stay at the Lido Beach Resort; dinner and breakfast at The Lido Beach Grill, 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. To enter to win, fans can visit www.sarasotafl.org/duma_key.

Sarasota and her string of eight islands are located along Southwest Florida's Gulf Coast between Tampa and Ft. Myers. Sarasota and Her Islands is comprised of Sarasota, Longboat Key, Lido Key, St. Armands Key, Manasota Key, Siesta Key, Casey Key, Englewood, Nokomis, North Port, Osprey and Venice. In addition to sandy beaches, Sarasota and Her Islands also offer numerous cultural and ecological attractions. For more information on saving and discovering in Sarasota, call the Sarasota Convention & Visitors Bureau at (800) 522-9799 or visit www.sarasotafl.org.

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