

**May 05, 2008**

**THE DISCOVERY PARTNERSHIP WINS TOP AWARD FOR “30 DAYS OF DISCOVERY” PROMOTION**

SARASOTA, Fla. May 5, 2008 The Discovery Partnership received two 2008 Image Awards from the Central West Coast Chapter of the Florida Public Relations Association. The Partnership received the coveted Grand All Image Award and one Image Award at the awards gala dinner on Tuesday, April 29, 2008.

The Image Awards competition is conducted annually by the Central West Coast Chapter of FPRA to encourage member participation in the state association’s Golden Image Competition, which recognizes outstanding public relations programs in Florida.

The Discovery Partnership’s 2007 “30 Days of Discovery” Campaign won the coveted Grand All Image Award. The award goes to the best Grand Image Award-winning entry for public relations programs. The 2007 Discovery Partnership consisted of Lynn Hobeck Bates and Chrissy Kruger-Gruendyke, The John and Mable Ringling Museum of Art; Erin Duggan, Sarasota Convention and Visitors Bureau; Jamie Tacy, Mote Aquarium; Debby Steele, Marie Selby Botanical Gardens; John Dover, Crowley Museum and Nature Center; Laura Dean, Historic Spanish Point; Nikki Taylor, G.Wiz Hands-On Science Museum; and Kelly Foster, South Florida Museum. The Discovery Partnership effectively reversed attendance trends during September, traditionally the slowest month for attendance, with the “30 Days of Discovery,” promotional campaign offering Florida residents a 2-for-1 admission during September 2007. The collaboration is a model for organizations statewide. The entry also won an Image Award for the best Public Relations Program category.

“This award is truly an honor for those involved in the promotion,” said Virginia Haley, President of the Sarasota Convention and Visitors Bureau. “Sarasota County has benefited greatly from this collaborative effort and we hope to see this promotion grow in years to come.”

The entry will advance to the State Golden Image Competition, competing against other entries from throughout Florida. State competitions will be held in Orlando in August.

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.

# SARASOTA

—AND HER ISLANDS—

Contact information on the award, please contact Erin Duggan at Sarasota Convention & Visitors Bureau 941-955-0991 ext. 108 or [eduggan@sarasotafl.org](mailto:eduggan@sarasotafl.org).

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](http://www.sarasotafl.org).

The Discovery Partnership is a group leaders from area attractions who work in partnership with the Sarasota & Her Islands Convention & Visitor Bureau to help each organization reach its respective goals as well as make Florida residents more aware of our local treasures.