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## **SIESTA KEY BEACH NAMED THE NATION'S BEST ON DR. BEACH'S 2011 TOP 10 LIST**

*Sarasota County, Fla. beach is known for powdery white sands made of  
99 percent pure quartz*

SARASOTA, Fla. (May 27, 2011) – Those who live and vacation in Sarasota, Fla., have long recognized Siesta Key Beach as a natural treasure. Today, the rest of the world was let in on the secret when Dr. Stephen P. Leatherman, aka “Dr. Beach,” named Siesta Key Beach “America’s Best Beach” as part of his annual list of America’s top 10 beaches.

Siesta Key Beach, an eight-mile-long, crescent-shaped barrier island in the Gulf of Mexico, is known for its powdery white sand, which is comprised of 99 percent pure quartz and stays relatively cool, no matter how high the temperature rises. Siesta Key Beach also attracts visitors and locals with its clear blue water; a laid-back ambiance; a wide array of bars, restaurants and shops; and accommodations ranging from casual to luxurious.

Dr. Leatherman, Director of Florida International University’s Laboratory for Coastal Research, has selected the Top 10 Beaches annually since 1991. Fifty criteria are used to evaluate beaches, which include water and sand quality as well as safety and environmental management. According to his website, “His annual list of America’s Top 10 Beaches is to the travel and tourism industry what the Oscar is to the movie industry.”

[Siesta Key Beach](#) was #2 on the top 10 list in 2010 and 2009.

To see the full list of Dr. Beach’s Top 10 Beaches and to learn more about Siesta Key Beach, visit <http://www.drbeach.org>.

For more information on [Siesta Key](#) and planning your next visit to [Sarasota](#), visit [www.sarasotafl.org](http://www.sarasotafl.org).

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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 discovering Sarasota & Her Islands, call the Sarasota Convention & Visitors Bureau at (800) 522-9799 or visit [www.sarasotafl.org](http://www.sarasotafl.org).