



## **VSPC Kicks off “Value of Tourism” Campaign**

*Local Outreach Launched at Tampa Bay Beaches Chamber Gala*



St. Pete/Clearwater, FL (January 25, 2008) -- Visit St. Pete/Clearwater (VSPC) kicked off a brand new educational ad campaign this week with a simple message aimed at residents of Pinellas County: Support tourism, and you support us all.

VSPC Executive Director DT Minich officially launched the initiative Wednesday night at the Don CeSar Beach Resort during his keynote address to the Tampa Bay Beaches Chamber of Commerce (TBBCOC). Chamber members who gathered for the installation of the organization’s new co-chairs received the first copies of the campaign’s print component, a tabloid-size mailer that outlines the impact tourism has on local communities.

“I think it’s fabulous that we have a CVB that is taking interest not only in tourists, but in educating the local community as well,” said incoming TBBCOC co-chair Amber Coldren of the TradeWinds Island Resort.

Starting next week, the campaign will broaden to include regional newspaper ads, radio spots featuring testimonials from local business owners, and direct mail components. Ongoing media placement will be supported by face-to-face meetings and speaking engagements by VSPC representatives in select communities.

Campaign collateral pieces will be viewable at VSPC’s official industry partner website, [www.PinellasCVB.com](http://www.PinellasCVB.com), starting Monday, January 28.

*Visit St. Petersburg/Clearwater is the official destination marketing organization for Pinellas County.*

*For more information: [www.FloridasBeach.com](http://www.FloridasBeach.com)*

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