



St. Pete/Clearwater Offers Sun, Sand and Super Hotel Deals

Last-minute values on America's Best Beaches add to Super Bowl frenzy

St. Petersburg/Clearwater, FL, January 26, 2009 – Attention football fans: it's not too late to take advantage of amazing deals on Gulf-front accommodations on the sun-soaked beaches of St. Petersburg/Clearwater.

Visit St. Petersburg/Clearwater announced today that available lodging includes Gulf-front rooms on America's Best Beaches starting as low as \$249, and water-view condo vacation rentals starting as low as \$150. These deals and many others can be found on the bureau's Super Bowl mini site: <http://www.visitstpeteclearwater.com/superbowl/hot-superbowl-deals>.

"We're happy to welcome Super Bowl fans and show off our award-winning beaches," said DT Minich, executive director of Visit St. Petersburg/Clearwater. "The rates are unbelievable, not only for this time of year, but also considering that this is America's largest sporting event."

An estimated 100,000 fans, players, media and celebrities are expected to converge on the Tampa Bay area for the game, which will feature a match up between the Arizona Cardinals and the Pittsburgh Steelers. There will be no shortage of live performances throughout the weekend, with none bigger than those during the game: the National Anthem performed by Jennifer Hudson and half-time show with Bruce Springsteen and the E-Street Band.

St. Pete/Clearwater is not only attracting beach-goers, but party-goers as well, as the city gears up to host two of the weekend's most-hyped pregame parties. On Saturday night, Tropicana Field – home of MLB's 2008 American League Champion Tampa Bay Rays – will be the site of the annual "Taste of the NFL" featuring celebrities and top chefs from all 32 NFL markets. Not to be outdone, hip-hop star Diddy is throwing a three-night Super Bowl party, packed with celebrities and champagne, at The Venue in Clearwater.

Visitors looking to add a few days on the beach to the Super Bowl itineraries will certainly not be disappointed, as even the weather will be sharing the Super Bowl spirit. Sunny skies and temperatures in the low to mid 70s are expected all week.

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

For more information: www.VisitStPeteClearwater.com

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