

FOR IMMEDIATE RELEASE

Contact: Betsy Clayton, APR/CPRC
Communications Director
Lee County Government
239-533-2221
LeeCountyPIO@leegov.com

Savor the Shore campaign kicks off
Lee County Visitor & Convention Bureau encourages residents to eat and play locally

Fort Myers, FL, July 26, 2023 – The Lee County Visitor & Convention Bureau (VCB) is sponsoring an awareness campaign called “Savor the Shore” to encourage residents to enjoy access to local restaurants and attractions during the off-season.

While Hurricane Ian affected tourism, many establishments have worked diligently to reopen and serve the public during recovery from the storm, which made landfall in Lee County on Sept. 28, 2022.

The VCB is running the multi-week advocacy campaign, which includes print, radio and television promotions.

Savor the Shore encourages residents to visit impacted coastal areas, eat at a local restaurant, shop, go to the beach and participate in activities. The VCB is committed to supporting the business community’s recovery by creating awareness and encouraging people to spend locally and make a difference in the local economy.

For more information, go to visitfortmyers.com.

To receive updates from Lee County Government, sign up for the newsletter at www.leegov.com/resources/newsletters. Follow Lee County Government on Facebook, www.facebook.com/leecountyflbocc.