



CHARLIE CRIST  
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## FOR IMMEDIATE RELEASE

MAY 25, 2010

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### ATTACHMENT:

- Memorandum of Understanding for Marketing Campaign

## DEEPWATER HORIZON RESPONSE FLORIDA UPDATE – DAY 35

[www.dep.state.fl.us/deepwaterhorizon](http://www.dep.state.fl.us/deepwaterhorizon)

### **Governor Crist Announces \$25-Million Tourism Advertising Campaign Memorandum of Understanding with BP**

*~ To help tourism industry in Panhandle first ~*

TALLAHASSEE – Governor Charlie Crist today announced Florida has received \$25 million from BP for Visit Florida and local tourist development councils to air a tourism marketing campaign with ads reflecting the accurate condition of Florida's beaches. In addition, Governor Crist announced the finalization of a Memorandum of Understanding between the State of Florida and BP. Through a combination of live video-camera feeds, social marketing and television and online advertising, potential travelers will learn that Florida's beaches and world-renowned fishing grounds are open for business and free from any affects from the Deepwater Horizon incident in the Gulf of Mexico. The campaign will focus first on the Panhandle region, and then on all coastal counties experiencing economic impact from the Deepwater Horizon event.

"Florida continues to be a great value for families, business travelers and international visitors seeking an enjoyable vacation experience. In spite of negative images and reports people may be hearing about Florida's beaches and fishing grounds, this campaign will tell the world how they can see live images of Florida beaches and businesses," Governor Crist said. "We will use BP's resources as quickly as possible to target every city and region that support tourism destinations in the Panhandle, as well as national and international markets."

Yesterday, Governor Crist spoke with President Obama and Gulf Coast Governors about the current economic impacts of the oil spill, even though oil has not

reached Florida's shores. The Governor urged attention and assistance to small businesses such as oystermen and charter boat captains in the Panhandle, who begin the crucial summer season for Florida's tourism industry with the upcoming Memorial Day Holiday weekend.

Governor Crist has directed an extensive national tourism advertising campaign during the next two months to ensure potential travelers have accurate information about the Deepwater Horizon oil spill's impact on Florida's beaches and waters. The campaign will include broadcast television and radio, print, online and social marketing, targeting in-state, domestic and international markets. The campaign will also include extensive proactive image generation and distribution of photos and videos of visitors enjoying Florida beaches and attractions.

For more information about Governor Crist's actions relating to the Deepwater Horizon oil spill, please visit [http://www.dep.state.fl.us/deepwaterhorizon/files/052510\\_deepwater\\_horizon\\_response.pdf](http://www.dep.state.fl.us/deepwaterhorizon/files/052510_deepwater_horizon_response.pdf).

For information on Florida's response to the Deepwater Horizon oil spill, visit [www.dep.state.fl.us/deepwaterhorizon](http://www.dep.state.fl.us/deepwaterhorizon), follow [www.Twitter.com/FLDEPAlert](http://www.Twitter.com/FLDEPAlert) or call the Florida Oil Spill Information Line at 888-337-3569.