



EMERALD COAST CONVENTION & VISITORS BUREAU, INC.

**For Immediate Release**

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## **A Vacation for Champions – Get Fit on the Emerald Coast During National Tourism Week, May 10-15, 2010!**

The Emerald Coast Convention & Visitors Bureau (CVB) and the Okaloosa County Tourist Development Council (TDC) will celebrate *National Travel and Tourism Week* from May 10 to May 15. This year's local theme is "**A Vacation for Champions – Get Fit on the Emerald Coast**," highlighting all the physical activities vacationers can enjoy in the Destin-Ft. Walton Beach-Okaloosa Island area. From a casual stroll on the beach to high-energy kite boarding, there are opportunities for everyone to get fit along our sugar white beaches.

Visitors are encouraged to stop by the Official Okaloosa County Visitors Welcome Center May 11-15 to enjoy healthy refreshments, door prizes and local displays presented by the CVB/TDC and our local tourism industry partners. The Visitors Welcome Center is located at 1540 Miracle Strip Pkwy SE, Ft. Walton Beach, FL (next to Beasley Park on Okaloosa Island).

The Emerald Coast Convention & Visitors Bureau is also co-sponsoring the 2<sup>nd</sup> *Annual Beach Olympics* on Tuesday, May 11 beginning at 11am at The Boardwalk on Okaloosa Island. This exciting event, hosted by the Ft. Walton Beach Chamber Hospitality Round Table Committee, raises money for the Okaloosa County Jr. Lifeguard Program. The day-long competition features events such as kayaking, tug of war, bed-making contest, tray-carrying contest, volleyball, and more. Teams consist of various hospitality partners, gyms, military squadrons, and other local businesses. Four-member team registration is open to all who are interested in participation. More information and registration can be found at [www.fwbchamber.org](http://www.fwbchamber.org) under "Festivals & Events." Tourists and locals are invited come and cheer everyone on!

Congress passed a joint resolution and a Presidential Proclamation was signed by President Ronald Regan in 1983 officially proclaiming the second week of May each year to be National Travel and Tourism Week, a time to reflect, appreciate and celebrate the social and economic benefits of travel. For additional information on 2010 Okaloosa County Tourism Week, contact Sherry Rushing, Travel Industry Sales Director, or Sarah Leahy, Travel Industry Sales Manager, at 850-651-7647 or visit our website at [www.destin-fwb.com](http://www.destin-fwb.com).

