

**PUBLIC RELATIONS**  
**January 2013**  
**Prepared by: David Downing**  
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**VISITING MEDIA & INDUSTRY MEETINGS:**

**Esme Fox, Travelbite.UK and iWantSun.co.uk: January 1-3**

The CVB's UK-based PR Firm, Rooster, arranged to have blogger and online writer Esme Fox visit the area for a family-centered destination piece. Hyatt Regency Clearwater Beach hosted her for three nights, allowing her time to experience all Clearwater Beach has to offer, from Sunsets at Pier 60 to a visit to CMA to beach time and transportation courtesy of Jolley Trolley. This was Esme's first trip to the area,

**Tim Carroll, Mail on Sunday, January 1-2**

Travel Writer Tim Carroll was in the area for coverage in the UK-based Mail on Sunday, national newspaper with a weekly readership of more than 1.5 million. This trip was planned in conjunction with Visit St Pete/Clearwater's UK office and Visit Florida, and focused on area arts scene---namely, The Dali Museum and The Chihuly Collection in downtown St Pete.

**Emeril Lagasse, Emeril's Florida/Cooking Channel: January 7-10**

Emeril and crew were in town for four days to cover the local culinary scene for *Emeril's Florida*, a new TV show on the Cooking Channel featuring the best of Florida cuisine and lifestyle. The shoot featured several area eateries and attractions, including Caretta on the Gulf and Clearwater Marine Aquarium in Clearwater Beach, and Cassis American Bistro in St Pete, among others. The project was completed in cooperation with Visit Florida, who brought the opportunity to several tourism partners.

**Bev Fearis: TravelMole UK and Guardian UK: January 13-16**

Bev Fearis from TravelMole and the Guardian UK visited the area for a piece on family travel, staying at the Pier House 60 in Clearwater Beach and experiencing a wide range of activities and sights. Bev was part of a Visit Florida-sponsored trip that included several Florida destinations.

**PRESS RELEASES, E-NEWSLETTERS AND INDUSTRY ALERTS:**

**PRESS RELEASES**

[Jan. 2, 2013 – Vote for Clearwater Beach in USA Today Poll](#)

[Jan. 8, 2013 – MEDIA ALERT: Emeril Lagasse at VSPC Press Conference Thursday at 9 AM](#)

[Jan. 9, 2013 – MEDIA ALERT: Emeril Lagasse at VSPC Press Conference Thursday at 9 AM](#)

[Jan. 25, 2013 – USA Today Names Clearwater Beach Best in Florida](#)

**INDUSTRY UPDATES**

[Jan. 11, 2013 – All Eyes to the Skies Tomorrow to Vote Clearwater Beach #1](#)

**TDC RECAP**

[Jan. 9, 2013 – TDC Recap: Emeril at VSPC Press Conference, Vote USA TODAY's Best Beach](#)

**CVBEAT**

[Jan. 18, 2013 – CVBeat: Watch Exclusive Emeril Interview, Become a Pinterest Pro](#)

**CONSUMER SENDS**

[Jan. 16, 2013 – Escape Winter and Warm Up in St. Pete/Clearwater](#)

**NYC PR Firm, UK PR Firm & German Media Activities:**

Please refer to separate reports from each office.