



Experience Florida's Sports Coast Awarded Bronze Telly Award for Tourism Brand Launch Video

Pasco County, FL (June 17, 2019)- Pasco County's Destination Management Organization, launched an exciting new brand as Experience Florida's Sports Coast on March 7, 2019. Those efforts have now been recognized nationally with a Bronze Telly Award for the launch video in the Branded Content-Travel/Tourism category.

The video, titled Let's Play-Florida's Sports Coast, was used to introduce the new brand to the community. The video showcases people experiencing the adventure of Florida's Sports Coast. You can watch the Telly Award winning video on YouTube by clicking [here](#).

"I'm thrilled the launch video for our new tourism brand, Florida's Sports Coast, has been recognized by the Telly Awards," Pasco County Commissioner and Tourism Development Council Chairman, Mike Moore said. "Florida's Sports Coast as a brand shows the excitement of what is happening in Pasco County and why people from all over come to visit our community. Congratulations to all involved in producing the launch video."

The award is shared with Waymack+Crew who directed and edited the video in conjunction with Miles Partnership who produced the exciting script.

"Winning a Bronze Telly Award is a huge honor for our destination," Experience Florida's Sports Coast Director Adam Thomas said. "This brings further attention to all who come to play, whether competitively with a team or leisurely as an individual or family, in Florida's Sports Coast."

This is the second award recently received by Experience Florida's Sports Coast. The destination was recently awarded Small Event of the Year for Torhs 2Hot4Ice National Championships roller hockey tournament by Florida Sports Foundation. The event was hosted at AdventHealth Center Ice.

The Telly Awards is the premier award honoring video and television across all screens. It received over 12,000 entries from all 50 states and 5 continents. You can learn more at TellyAwards.com.

For more information on Florida's Sports Coast, visit www.FLSportsCoast.com. Engage with Florida's Sport's Coast via social media on Facebook, Twitter and Instagram @FLSportsCoast.

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About Florida's Sports Coast

Paying homage to its sports roots, the destination's new tagline, "Let's Play!" celebrates the active traveler, adventurous family, avid angler and lively local in an approachable and spirited way. The destination has redefined the recreational retreat and serves up endless fun for adventure seekers. With 35 area parks, vibrant nature trails, thrilling zip line courses, hot air balloon outings, nearby islands with four artificial reefs, year-round recreational fishing, paddleboard and kayak trails, the options for exploration are unlimited.