

## **Pasco 2020: A Story of Strength**

*This virtual event will take place on September 3<sup>rd</sup> to highlight the resiliency and hard work of our community during the current COVID-19 pandemic.*

PASCO COUNTY, FLORIDA (July 14, 2020) — The Pasco Economic Development Council (Pasco EDC) has made the difficult decision to forego the 34th Annual Awards and Trade Show originally scheduled for Thursday September 3, 2020, at Saddlebrook Resort. Many businesses have suffered greatly due to COVID-19 and it would be in poor taste to celebrate at time like this. The safety and well-being of our community is our main priority.

In lieu of our annual event, which so many people look forward to, we are announcing a new event, Pasco 2020: A Story of Strength, presented by AdventHealth Dade City, AdventHealth Wesley Chapel, and AdventHealth Zephyrhills. This virtual event will highlight the resiliency and hard work of our community during the current COVID-19 pandemic. We are seeking footage from the community to put together an inclusive video.

“My team worked first-hand with many businesses that had to drastically change their business models during the ‘safer at home’ orders, and we are still helping them today,” shared Pasco EDC President/CEO Bill Cronin. “Many businesses simply did not know where to turn, it was heartbreaking. It has been an extremely difficult time, but we pulled together and helped one another. Through this video series we want to highlight the strength of our essential workers, community members, and business owners and the resiliency they demonstrated during the pandemic.”

The event will take place on September 3<sup>rd</sup> from 5:30 - 6:30 p.m. and will feature videos from our first responders, community organizations, and businesses, as well as a networking component. The video series will be a dynamic short film showcasing how the Pasco County community came together during an unprecedented time.

For more information about the event visit, <http://pascoedc.com/events/details/story-of-strength>.

The Pasco EDC is seeking sponsorships for this event. There are numerous levels available which range from inclusion in the video to social media promotion. More information is available [here](#).

Have footage? The Pasco EDC is seeking footage from businesses, civilians, and first responders to be a part of this video series, [read more](#) and upload [here](#).



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**About Pasco Economic Development Council**

*The Pasco Economic Development Council is committed to developing Florida's most competitive climate for business growth by providing businesses, that seek to start, move, or grow in the North Tampa Bay area, a comprehensive suite of programs that can help them to reach their full economic potential. Since 1987, Pasco EDC has fostered a strong partnership funded by corporate and public investors focused on the economic vitality of Pasco County. Discover more at [www.pascoedc.com](http://www.pascoedc.com).*