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PALM BEACH COUNTY CONVENTION AND VISITORS BUREAU
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THE PALM BEACHES – THE BEST WAY TO EXPERIENCE FLORIDA

PALM BEACH COUNTY, Fla. (Oct. 15, 2010) – Discover The Palm Beaches and Boca Raton, an exciting collection of colorful resorts, matchless culinary delights, trendy shops and boutiques of world-wide fame, and a nightlife that thrives year-round. With 38 diverse cities and towns, 47 miles of pristine beaches, and a staggering collection of attractions and cultural venues, the possibilities are endless. Following is a sampling of destination claims, story ideas, and new announcements and celebrations for the destination:

Defined by Districts

With more than 38 municipalities and a plethora of experiences, determining the best way to experience Palm Beach may be a bit overwhelming to guests. With clearly defined districts that state not only their geographic location, but also their unique characteristics, visitors will better know how to enjoy the activities and areas within this vast county. Some of these newly defined districts include, Wellington, PGA Corridor, Boca Raton, Lake Worth, Glades/Lake Okeechobee, Palm Beach, West Palm Beach, and Delray Beach, just to name a few.

Coming of Age

While various areas within the destination are growing and flourishing on an ongoing basis, two communities, in particular, are on the forefront. Downtown Delray Beach, fondly referred to as "Village by the Sea," boasts an incredible revitalization story. With more than 1,100 businesses in its downtown district, including everything from resorts and hotels, to spas, restaurants, art galleries and psychics, Downtown Delray is considered a "hot spot" in Palm Beach. Lake Worth is another area on the move. Known for its "acceptability factor," the community portrays a very eclectic and artsy vibe, and is beginning to showcase its offerings to visitors from around the world.

America's First Resort Destination

Established in 1894, the area has spent decades perfecting the art of welcoming guests, and showing them the best way to experience Florida. Take an in-depth look at some of our time-honored resorts, explore our history at the Flagler Museum, learn about our past on a walking tour down Worth Avenue, and appreciate the architecture from one of the county's first developers along Mizner Park.

Polo Season

January 2 marks the kick-off to the 2011 winter equestrian season, which runs for four months. April 25 marks the season's finale with a brand new event – the Coronation Cup. Some of the highest goal tournaments in the United States are played at the International Polo Club in Wellington from January through April. Those wishing to participate in this sport may also enjoy signing up for Polo School. Designed for novice to experienced players, Polo School is open to all ages and skill levels.

Worth Avenue

Legendary for its quality merchandise, extraordinary integrity and Oceanside setting, opulent Worth Avenue on Palm Beach offers everything from haute couture to internationally acclaimed paintings, restaurants, and boutiques. The Avenue is undergoing a $15 million renovation, which is scheduled for completion the end of the year, and will enhance the overall experience for the visiting shopper.

Palm Beach Centennial
On April 17, 2011, the Town of Palm Beach turns 100. Numerous events, galas and citywide celebrations are scheduled for this celebration.

Florida's Cultural Capital®
More than 200 theaters, museums, arts centers, indoor and outdoor performance stages, and other cultural venues are located throughout the county, featuring everything from local artists to nationally recognized performers. Some of the main venues include, the Norton Museum of Art, the Flagler Museum, Kravis Center for the Performing Arts, and the Maltz Jupiter Theater. Events such as the SunFest, Lake Worth Street Painting Festival, and Delray Affair are also great ways to experience art and culture in the area.

Florida's Golf Capital®

Visitors of all skill level can play on the more than 160 golf courses, including the Boca Raton Resort & Club, The Breakers, PGA National Resort & Spa, to name just a few. In addition to some of the best courses in the world, Palm Beach is also home to numerous pro shops, teaching facilities and driving ranges, as well as the Junior Golf Academy. The area is also host to the PGA Tour's Honda Classic in late February/early March.

Unique Experiences
The Palm Beaches offers a variety of unique and one-of-a-kind experiences. Here's a sampling: full-moon bike rides along some of Riverbend Park's 15 miles of trails, up close animal encounter at Lion Country Safari, spring training for two teams – St. Louis Cardinals and the Florida Marlins, a dive with the country's only private S.C.U.B.A. Country Club, and interaction with the turtles in rehab at the Loggerhead Marinelife Center.

Spas & Wellness
A wealth of luxurious spas known around the world for their intoxicating treatments abound in Palm Beach. From mineral pools and Dead Sea salts to exclusive product lines and ultra-luxurious treatments, soothing experiences for the mind, body and soul are available at a variety of spa and wellness centers throughout Palm Beach. Some of the most renowned include, The Spa at the Four Seasons Resort, The Spa at PGA National Resort & Spa, The Spa at The Breakers, Spa Palazzo at the Boca Raton Resort & Club and Eau Spa at The Ritz-Carlton, Palm Beach.

About Palm Beach County Convention and Visitors Bureau
The Palm Beach County Convention and Visitors Bureau (CVB) is the official destination marketing organization for Palm Beach County, Fla. Tourism is among Palm Beach County's major industries generating a direct annual economic impact of $2.8 billion in the local economy, producing $23 million dollars in bed-tax revenue and lodging sales of approximately $623 million. More information on the CVB and visiting The Palm Beaches is available at www.PalmBeachFL.com

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