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**Bradenton Area Convention and Visitors Bureau,  
Leave No Trace announce new partnership**

*The Bradenton Area gains a special designation as LNT's first destination  
partner in Florida*

BRADENTON, FL (May 4, 2023) – The Bradenton Area Convention & Visitors Bureau (BACVB) is taking their [Love It Like a Local](#) sustainable travel initiative to the next level by announcing an official partnership with [Leave No Trace](#), becoming the first destination in the state of Florida to do so.

Leave No Trace is an international non-profit organization that using the power of science, education and stewardship to ensure a sustainable future for the outdoors and the planet.

“With our Love it Like a Local campaign, we set out to educate visitors to the Bradenton Area of simple actions they can take to leave less of a footprint. Through partnering with Leave No Trace, it gives us the opportunity to take our commitment to sustainable travel from a campaign to an integral part of who we are as a travel destination,” said the executive director of the Bradenton Area Convention & Visitors Bureau, Elliott Falcione. “I urge our community to join us in working together to showcase this incredibly important message that will ultimately enhance the quality of life for our residents.”

The collaboration, which kicked off in early November of 2022, was announced during the BACVB’s celebration of National Travel and Tourism Week luncheon held at the historic Powel Crosley Estate. There, the CVB team showed local tourism and hospitality industry representatives [a brand new video](#) produced by the Matador Network. The video showcases local perspectives who illustrate how Bradenton Area residents “love it like a local” by embracing many of Leave No Trace’s principles which include Plan Ahead and Prepare, Travel On Durable Surfaces, Dispose of Waste Properly, Leave What You Find, Minimizing Campfire Impacts, Respect Wildlife and Be Considerate of Other Visitors.

“It is incredibly important to engage travelers in the practical ways that responsible visitation makes a difference to a community and its natural spaces,” said Dana Watts, executive director of Leave No Trace. “The Bradenton storytelling project that has been in development since last November includes that crucial component that personifies these practices authentically through the voice and perspective of local residents.”

The BACVB’s Love It Like a Local campaign encourages visitors to respect our community while visiting by providing helpful tips for keeping our beaches and waterways clean, conserving energy, protecting wildlife, and supporting local businesses. The new video highlights how Love It Like a Local aligns with Leave No Trace’s principles for responsible visitation and outdoor stewardship.

Watch the new Leave No Trace video

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The [Bradenton Area Convention & Visitors Bureau](#) promotes tourism to Bradenton, Anna Maria Island and Longboat Key through domestic and international advertising, public relations and marketing efforts. Located on Florida’s West Coast, the destination is known for its unspoiled beaches, rich history, the easy pace of island life and a downtown energized with arts, culture, discoveries and more. Get ready to immerse yourself into all the sites, smells, flavors and surprises that make the Bradenton Area a one-of-a-kind destination.

[Leave No Trace](#) is an international non-profit dedicated to the responsible enjoyment and active stewardship of the outdoors worldwide. The organization accomplishes its mission by providing innovative education, skills, research and science to help people care for the outdoors. By working with the public and those managing public lands, Leave No Trace

focuses on educating people—instead of costly restoration programs or access restrictions—as the most effective and least resource-intensive solution to land protection.

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