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## **Lee County VCB wins two top state tourism awards**

**LEE COUNTY, Fla. (U.S.A.)** – The Lee County Visitor & Convention Bureau (VCB) was honored with two top Flagler Awards – known as the Henry – at the annual Florida Governor’s Conference on Tourism.

Governor’s Conference is hosted by VISIT FLORIDA, Florida’s official tourism marketing corporation, and was held Aug. 31-Sept. 2 in Boca Raton.

The VCB won Henry Awards for creativity in public relations for “Sanibel Island Shines” on Southern Living’s “The South’s Best” issue that included the magazine’s April 2021 cover. The second award was for direct marketing for a Facebook welcome email series.

“We are so proud of our Tourist Development Council and Visitor & Convention Bureau Director Tamara Pigott and her staff for being recognized at the Florida Governor’s Conference on Tourism with two Henry Awards for direct marketing and public relations,” said Cecil Pendergrass, chairman of the Lee Board of County Commissioners and TDC chair. “Lee County is leading the way in the state for tourism and economic recovery.”

Named for Henry Flagler, the Flagler Awards were established in 2000 to recognize outstanding tourism marketing in Florida. As in previous years, the 2022 Flagler Awards drew entries from Florida’s tourism partners, large and small. Working independently, a panel of judges evaluated the creativity, innovation, production quality and effectiveness of each entry.

Based on the judges’ cumulative scores, awards were presented to the top three entries in each category: the Bronze Award for the third highest scoring entry, the Silver Award for the second highest scoring entry, and for the highest scoring entry in each category, the Henry Award. The 2022 Flagler Award winners in 18 categories, plus Best in Show at three budget levels, are listed below. For a complete list of winners, visit [visitflorida.org](https://www.visitflorida.org).

*Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Matlacha, Boca Grande & Outer Islands, North Fort Myers, Alva, Buckingham and Lehigh Acres. For more information, go to [visitfortmyers.com](http://visitfortmyers.com)*