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TOWN OF SURFSIDE WINS FLORIDA TOURISM AWARDS *Two Gold “Flagler Awards” Honor Their Visitor Guide*

At the Florida Governor’s Conference on Tourism in Orlando this September 8, 2016, the Town of Surfside, FL was recognized for its outstanding tourism marketing efforts with two “Flagler Awards.” The Town of Surfside, the family-friendly, uptown beach town in northern Miami-Dade County, was honored with two first place prizes for their visitor’s guide, produced by Jacober Creative.

The Town was awarded a Gold “Henry” in the Resource/Promotional Material-Consumer category, and for “Best In Show” (under \$500,000) category. The recognition is for the outstanding graphics, art direction and photography that Jacober Creative produced as part of Surfside’s “Simply Surfside” tourism campaign. The campaign showcases the simple pleasures that abound in Surfside, from the white sand beaches to the family-owned ice cream shop in the town’s center. The winning design is bright, playful and upbeat, with a retro touch that is simultaneously modern and fun.

“The campaign is gorgeous and is like nothing Surfside has ever seen,” said Duncan Tavares, Surfside Tourist Bureau Director. “I loved collaborating with the Jacober Creative team. It’s been wonderful to oversee the development of this town’s marketing campaigns.” Paul Jacober, the principal in Jacober Creative, added, “We are thrilled to have showcased Surfside in this campaign and attract this level of recognition in a state like Florida, where tourism is a major industry. We were competing against some serious players.” He also states, “None of this would have happened without Mr. Tavares, the Department of Tourism and their joint vision for Surfside, which allows us to continue to push the envelope in the work that we do.”

The Flagler Awards were created by Visit Florida, the official tourism marketing arm of the State of Florida. The Town of Surfside is a beautiful beachfront community located in South Florida, between Miami Beach and Bal Harbour. Incorporated in 1935, the Town is home to approximately 5,800 residents and includes a tranquil and attractive residential neighborhood, a traditional “hometown” business district, exceptional hotels, pristine beaches and year-round activities.

About Jacober Creative: Jacober Creative was founded in 2001 as a visual communication studio specializing in graphic design, branding, logos, websites and video development.

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**– Hi res images, video and other materials, and interviews
are available upon request –**