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FOR IMMEDIATE RELEASE
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Dr. Beach Rates Siesta Key Beach No. 2 in the Nation

Sarasota, Fla. (May 26, 2009) – Sarasota & Her Islands is home to Dr. Beach's 2009 number two beach in the country as announced, May 22 by Stephen P. Leatherman, a.k.a. Dr. Beach.

Siesta Key beach is located on Florida Gulf's Coast in Sarasota County. It has been selected only second to Hanalei Bay in Hawaii and with just one other beach in Florida making the top 10 list. Dr. Beach bases his selections on 50 criteria.

Dr. Beach's website (www.drbeach.org) stated, "With some of the finest, whitest sand in the world, this [Siesta Key] beach attracts sand collectors from all over. Siesta Beach has clear, warm waters that serve for ideal swimming. The beach is hundreds of yards wide in the shape of a crescent, due to anchoring of onshore rocks to the north and a unique underwater formation of coral rock and caves, providing for great snorkeling and scuba diving. This beach is great for volleyball and other types of recreational fitness."

In addition to the world-renowned beach conditions, Siesta Key offers vacationers luxury and casual accommodations, dining, shopping and recreation. It is just minutes from additional beaches, cultural attractions, entertainment and activities.

"Those of us who have experienced Siesta Key beach for ourselves are not surprised that it was named one of the countries best beaches -- it is after all a stunning coastline," said Sarasota & Her Islands Convention and Visitors Bureau President Virginia Haley. "We are thrilled to be sharing such high accolades with Hanalei Bay and hope that travelers who may find

it impossible to get to Hawaii this year will choose Sarasota and her islands for a similar beach-going experience -- not to mention all that we have to offer beyond the beaches.”

To celebrate the ranking, many Siesta Key hotels and restaurants have announced special deals for vacationers:

The Palm Bay Club (www.palmbayclub.com) is offering a *Celebrate Siesta Special* with a 20 percent discount on rental rates, Aug. 17 - Sept. 30 (excluding Labor Day weekend, Sept. 4 - 6).

Siesta Holidays (www.siestaholidays.com), is offering celebration pricing for 1 bedroom, 1 bathroom, 2-guests accommodations at \$135 per night (plus tax) and 2 bedroom, 2 bathroom, 4-guests accommodations at \$155 per night (plus tax). There are no minimums for these rates and they are available, May 1 - Dec. 1, 2009. Mention celebration code, DrBeach09 when making the reservation.

Blasé Café of Siesta Key Village, (5263 Ocean Blvd., Sarasota) is offering martinis with dinner. Call (941) 349-9822 for details and to make reservations.

Bay Oaks Condominiums (www.bayoaksonsiestakey.com) is offering \$100 off regular weekly rates through Aug. 21, 2009.

Siesta Key Bungalows (www.siestakeybungalows.com) is offering relaxing days along the powder-white sands of Siesta Key and nights reconnecting in a waterfront bungalow for \$319 a

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night. This rate includes champagne or wine upon arrival, lunch or dinner, fine chocolates and tickets to Mote Aquarium. Relax in the ambiance of authentic hardwood floors, cathedral ceilings, private porches and skylights. Whether you desire a beachfront or tropical courtyard view, you are minutes from the beautiful beaches and all that Sarasota has to offer. Special rate valid through Sept. 30, 2009 and black out dates apply.

Siesta Sports Rentals on Midnight Pass in Siesta Key (www.siestasportsrentals.com) is offering “Summer Discounts” on bikes, kayaks, scooters and scootercars. Siesta Sports Rentals offers the best priced Kayak Tours in the area.

Beach Palms of Siesta Key Village (www.beachpalms.com) is offering “Hot Celebration Specials”. Book three nights at the Beach Palms of Siesta Key Village Beach side and get the 4th night for FREE. Tropical, colorful Island Patio Cottages, Beach View Suites with beautiful views, secluded patios with gas grills and hammocks will make your stay comfortable, relaxing and unforgettable. Enjoy the island life, the sidewalk cafes, Calypso music, day spas, fine dining, rent bikes or just listen to the surf on a hammock under sweeping palms. Call 1-888-241-7009 or email info@beachpalms.com . This offer is valid Sunday -- Friday, depending on availability, through Dec. 18, 2009 and is not valid over holiday periods.

The Siesta Key Oyster Bar (www.skob.com) is offering a price-fixed Savor Sarasota Restaurant Week menu at \$15 for lunch and a three-course dinner at \$25. In addition happy hour specials include, half Price Oysters, every day, 3-6 p.m. at \$6.00 a dozen, raw or steamed. Crawfish is

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also \$6.00 a dozen. Drink specials include Mojito Monday's with Mojitos priced at \$5.00 and four different varieties to choose from.

Aloha Kai Vacation Rentals (888-49-ALOHA) is offering special "Summer Discounted Rates" until January 2010. Call for information and specials.

Midnight Cove (www.midnightcove.com) offers summer and fall discounts up to 20 percent off selected units.

Banana Bay Club (www.bananabayclub.com) is offering rooms at the waterside property on Heron Lagoon for \$79 per night and rooms at the beachside property only 100 yards from Crescent Beach for \$99 per night.

Siesta Beach Resorts & Suites (www.siestakeyflorida.com) offers \$20 off per day with their "White Sand Special".

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Sarasota and her string of eight islands are located along Southwest Florida's Gulf Coast between Tampa and Ft. Myers. Sarasota and Her Islands is comprised of Sarasota, Longboat Key, Lido Key, St. Armands Key, Manasota Key, Siesta Key, Casey Key, Englewood, Nokomis, North Port, Osprey and Venice. In addition to sandy beaches, Sarasota and Her Islands also offer numerous cultural and ecological attractions. For more information on discovering Sarasota & Her Islands, call the Sarasota Convention & Visitors Bureau at (800) 522-9799 or visit www.sarasotafl.org.