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Siesta Beach enters virtual world with BeachCam

Visitors to the websites of Sarasota County and the Sarasota County Convention and Visitors Bureau now have a new high definition view of one the country's best beaches. A new high definition camera provides live video of Siesta Beach twenty four hours a day. Online visitors from anywhere in the world can click on the BeachCam button to see a full 180 degree panoramic view of Siesta Beach's 99.9 percent pure quartz sand.

"We work closely with the Sarasota Convention and Visitor's Bureau to promote all kinds of destinations in Sarasota County, so teaming up with them to provide this high-definition view of the county's award winning beach is a natural progression," said John McCarthy, general manager, Sarasota County Parks and Recreation.

Attracting more than 1 million visitors each year, Siesta Beach is one of Sarasota County's most popular destination spots. "We want people to know that one of the country's best beaches remains as popular as ever," said Virginia Haley, president, Sarasota Convention and Visitors Bureau.

Siesta Beach is one of 14 beaches spanning more than 35 miles of beachfront owned by Sarasota County. Discussions are under way with other Sarasota County municipalities and organizations to have live, high definition BeachCams installed at various locations.

For more information, contact the Sarasota County Call Center at 941-861-5000 or visit www.scgov.net.

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