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**VISITORS GET A TASTE OF SARASOTA'S AWARD-WINNING BEACHES**

*Free Ice Cream for Visitors from Famed Local Creamery in Celebration of Awards*

SARASOTA, Fla. – Sarasota ([www.sarasotafl.org](http://www.sarasotafl.org)) was recently named one of TripAdvisor's Top 10 Beach and Sun Destinations in the United States and Sarasota's Siesta Key has earned the number two spot on Dr. Beach's 2010 Top 10 Beaches list. In celebration of Sarasota's inclusion on these two "Best Of" lists for 2010, the destination is offering visitors free Big Olaf's Ice Cream ([www.sarasotafl.org/icecream](http://www.sarasotafl.org/icecream)) from July 6-August 31 at the Sarasota Visitors Center.

"It's an honor to be recognized by two such notable and well-respected names in the travel industry." said Virginia Haley, president of the Sarasota Convention and Visitors Bureau. "This is a great way to kick-off what is sure to be a successful summer season. The powdery white sands of Sarasota and Her Islands have become a summer tradition, much like the homemade ice cream found at Big Olaf's creamery and we'd like to celebrate by offering our visitors what has become a local mainstay here in Sarasota."

A favorite among locals and visitors alike, Big Olaf's is made at a small creamery in Sarasota's Amish village of Pinecraft. Every tub of Big Olaf Ice Cream is hand mixed with the finest ingredients and is then churned in batch freezers by local Amish Craftsmen.

Visitors can enjoy Big Olaf's ice cream for free by visiting the Sarasota Visitor's Center located at 701 N Tamiami Trail. To

experience the award-winning beaches of Sarasota and Her Islands this summer, **hotel specials and packages can be booked by visiting [www.sarasotafl.org](http://www.sarasotafl.org).**

### **About Sarasota**

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 and fabulous food. To find out more on savoring Sarasota, please call 800 522-9799 or visit [www.sarasotafl.org](http://www.sarasotafl.org).

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