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FOR IMMEDIATE RELEASE

FPRA luncheon focuses on local campaigns

FORT MYERS, FL (October 15, 2018) – The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) will host their October luncheon from 11:30 a.m. to 1 p.m., Tuesday, Oct. 23, at Holiday Inn Fort Myers Airport at Town Center, 9931 Interstate Commerce Drive, Fort Myers, FL 33913. This presentation is focused on two campaigns in the area that are bringing locals and business owners together to help the community pull through the challenges faced by the water quality issues. Learn more from the panel of experts about the #SWFLChallenge and the #OneLee campaigns.

Speakers include Francesca Donlan, APR, communications director for the Lee County Visitor & Convention Bureau, Josh Milton, vice president of media relations for CONRIC PR & Marketing and Angeli Chin, media and marketing director for Veer90 Creative.

The goal of the challenge is to motivate local residents and visitors to create and share thousands of social media posts using the hashtag #SWFLchallenge highlighting area businesses and attractions.

Seating is limited to 50 attendees and registrations must be received to attend. No walk-ins will be permitted. Individuals who registered for the original Oct. 9 meeting will automatically be registered for this event; if unable to attend, please email pr@fpraswfl.org to request a refund. Refunds must be requested by Thursday, Oct. 18.

Cost is \$30 for FPRA members, \$40 for future members and \$25 for students. Register for the luncheon at www.fpraswfl.org.

Established in 1938, the Florida Public Relations Association is the oldest public relations organization in the United States. FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. The Southwest Florida Chapter of the Florida Public Relations Association is dedicated to programs and activities that enhance the success of public relations professionals in Lee, Collier, Charlotte, Hendry and Glades counties.

