



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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10th Annual Chrysalis Awards celebrate best of business and tourism

Lee County VCB, Greater Fort Myers Chamber honor winners

LEE COUNTY, Fla. – Six local leaders in business and tourism took top honors today for their positive impact on the Lee County community.

The five local businesses and one local leader were recognized for their efforts at the 10th Annual Chrysalis Awards, presented by the Lee County Visitor & Convention Bureau (VCB) and the Greater Fort Myers Chamber of Commerce.

The 2019 Chrysalis categories and honorees includes:

- Cultural Achievement: **IMAG History & Science Center**
- Business Development: **Norman Love Confections**
- Eco-Innovation: **Pure Florida**
- Education: **Fort Myers Technical College**
- Sales & Marketing: **Millennial Brewing Company**
- Business Tourism Leader: **Jim Larkin of Crowne Plaza Fort Myers at Bell Tower Shops**

“Their passion and creativity has a direct impact on the citizens of Lee County and they deserve to be celebrated,” said Tamara Pigott, VCB executive director.

The Chrysalis Awards are part of the Celebration of Business & Tourism Awards Luncheon and Trade Show held this year at The Sanibel Harbour Marriott Resort & Spa with IBERIABANK as the presenting sponsor.

The event highlights the successful collaboration between tourism and the community to maintain and enhance tourism as the major economic engine for Lee County.

The nominees for Chrysalis Awards were judged on innovation in their respective category. The judges also focused on how the nominees distinguished themselves in the community, the results of their efforts to promote the destination and their contributions to business and tourism partnerships for the overall benefit of the county.

Honorees were recognized for their commitment to excellence in improving community growth and creating job opportunities for the citizens of Lee County. Members of local businesses and the tourism industry attended the event which is also celebrating a decade of honoring the value of tourism. Tourism brings an estimated \$3 billion annually into the local economy and accounts for one in five jobs in Lee County.

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The Beaches of Fort Myers & Sanibel in Southwest Florida includes: Sanibel Island, Captiva Island, Fort Myers Beach, Fort Myers, Bonita Springs, Estero, Cape Coral, Pine Island, Boca Grande & Outer Islands, North Fort Myers and Lehigh Acres. For media assistance on the destination, please visit fortmyerssanibel.com/media.