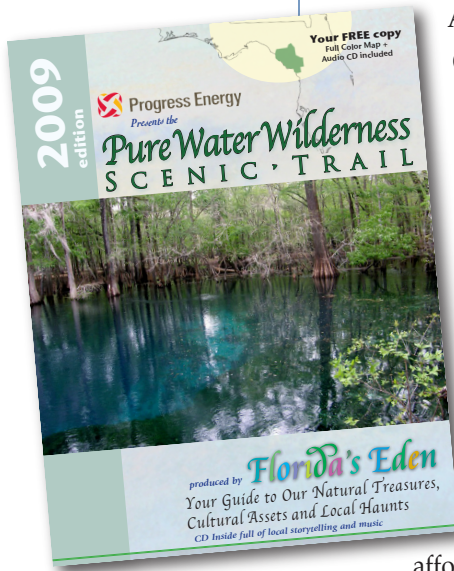




# Florida's Eden

PORTRAY · PRESERVE · PROSPER

Regional Sustainable Economic Development for North Florida  
Administered by the Artists Alliance of North Florida, a non-profit 501c3 organization



Allow us to introduce ourselves and the *Pure Water Wilderness Scenic Guide*.

Our organization is Florida's Eden, a non-profit founded in 2002 to help protect the natural and cultural assets of North Florida, while increasing our own home-grown ability to have a sustainable and prosperous economy.

The response to our 2008 *Heart of Florida Scenic Guide*, featuring Alachua and Marion Counties was so overwhelmingly positive that we immediately began plans to produce a similar guide for Dixie, Gilchrist and Levy Counties.

We are working in partnership with the Pure Water Wilderness Tourist Development Board, Local Chambers, Visitors Bureaus and towns. We respect everything you have already accomplished and want to assist you in taking your work to the next level of economic success.

It has taken us two years to raise funds to make this dream a reality! The great news is that the Guide is going to print and into distribution just when it is needed most to help you promote your local economy.

During those two years we've listened carefully. You want quality that is affordable. You are very concerned about maintaining the authenticity of the area. Everyone needs new audiences and you want to be able to track the success of being included in the publication. We're including all your requests in the *Guide* --

**AUTHENTIC:** The guide tells your own stories and showcases the work of naturalists, photographers, artists and writers who know and love the area.

**AFFORDABLE:** We've raised enough money so that we can offer inclusion in the Guide at affordable rates while producing a top of the line full color gloss magazine publication.

**NEW AUDIENCES:** The Guide will be marketed in innovative ways, including the interactive online edition, coverage in travel blogs, and content targeted at special interest audiences.

**NEW FEATURES TO PROMOTE YOUR BUSINESS:** Everyone placing a site or an ad gets their own easy to manage web page in our online directory. If you have a website already, the directory will provide more traffic to your site. If you don't have a website, the directory you will gain an easy to use and effective web presence. Our staff will assist you in learning about the many features available on your page!

You'll be the first to benefit from our new technologies: the online guide features **LIVE LINKS**, readers click directly from the guide to your web page! **LIVE TRACKING** gives you immediate feedback; and the new **READER RESPONSE** system encourages readers to contact your business directly for more information, current updates and seasonal specials.

We're on the fast track to publication so we can get this out to the world. If you have a visitor destination, venue or site open to the public with posted hours consider a **VISITOR DESTINATION SITE**. We also have affordable **ADVERTISING RATES**.

We look forward to working with each and every one of you,

Annie Pais      Stewart Thomas      Jacqui Collett      Joni Ellis

[www.FloridasEden.org](http://www.FloridasEden.org)

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