OUTDOOR FLORIDA WEBINAR SERIES





Technology is becoming increasingly prevalent in all parts of life, and outdoor recreation is no exception! This month, we are featuring three different programs that all use technology to encourage outdoor recreation. Learn how the city of Sebring showcases their recreation spots through a Geocache Tour, how Sarasota is encouraging beach exploration with their mobile-based Beach Pass program, and how park visitors to Tennessee State Parks are earing digital points for recreation activities through the Healthy Parks Healthy Person initiative.

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PROMOTING RECREATION WITH TECHNOLOGY

AUGUST 16, 2023 | 10:00 AM ET



CASEY W. HARTT Marketing Consultant, Visit Sebring





JESS BERTOLINI Digital Marketing Manager, Visit Sarasota

STACEY LEVINE Director, Healthy Parks Healthy Person