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April 22, 2010

Ms. Betsy Clayton  
Calusa Blueway Paddling Festival  
6490 South Pointe Blvd.  
Fort Myers, Fla. 33919

Dear Betsy:

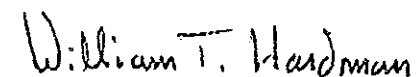
Congratulations! *Calusa Blueway Paddling Festival* has been selected as one of Southeast Tourism Society's Top 20 Events for the month of October 2010.

The Southeast Tourism Society Top 20 Events publication receives extensive exposure in print media, web, and television and radio in the U.S. and Canada. Over 800 newspapers, magazines, radio & television stations, AAA's and others receive the Top 20 listings. The Atlanta Journal-Constitution prints the Top 20 Events as a regular quarterly feature of its travel section, and the Top 20 Events has recently been featured on the New Orleans-based radio show "Travel Talk Radio," just to name a few. The Top 20 Events are also listed on the Southeast Tourism Society web site [www.southeasttourism.org](http://www.southeasttourism.org) and on our consumer web site [www.escapetothesoutheast.com](http://www.escapetothesoutheast.com). The Top 20 Events pages are consistently among the most visited pages on the STS sites.

We invite you to include your designation as a Top 20 Event in your promotional materials and press releases. <http://southeasttourism.org/about/media.html>

Enclosed you will find a Top 20 certificate from Southeast Tourism Society. We hope you will display it proudly. If you would like more information about the Top 20 Events program, please contact us at [top20@southeasttourism.org](mailto:top20@southeasttourism.org).

Sincerely,



William Hardman  
President & CEO

# TOP 20 EVENTS IN THE SOUTHEAST

*This honor is awarded to*

*Calusa Blueway Paddling Festival*

*by Southeast Tourism Society*

*October 2010*



*Chairman of the Board*

*President & CEO*

*A Society dedicated to the promotion of travel to and within the Southeastern States, recognizing the importance of festivals, events and attractions in the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia*