



DELRAY BEACH  
MARKETING  
COOPERATIVE

## **FROM MARINA DEL REY TO DELRAY BEACH, TWO CHIC BEACHSIDE TOWNS MAKE A SPLASH ACROSS BOTH COASTS WITH “BEACH BUDDIES” CROSS PROMOTION**

*Fueled by the marketing organizations behind each destination, the coastal communities collaborate to promote tourism efforts*

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**MARINA DEL REY, Calif./DELRAY BEACH, Fl. (September 3, 2014)** – It’s West coast meets East coast in a new collaboration between the Marina del Rey Convention & Visitors Bureau and the Delray Beach Marketing Cooperative as the two destination marketing organizations (DMOs) are launching a cross promotion between Marina del Rey, CA and Delray Beach, FL. From Marina del Rey to Delray Beach, the “Beach Buddies” initiative will showcase activities, attractions, dining and hotels in each destination while highlighting parallels between the two. The latest connection between the two coastal towns is American Airline’s new direct flight from Los Angeles International Airport (LAX) to West Palm Beach International (PBI), with both airports approximately a 15-minute ride to their respective destinations. Additionally, Fort Lauderdale (FLL) offers nonstop flights to LAX daily.

Inspired by the shared “del Rey” name and the chic small town resort vibe of both communities, the idea to collaborate was an easy one. With ocean views, trendy waterfront eateries, on-the-water attractions, beachside activities, & modern hotels just steps from the water’s edge, travelers flock to the contemporary communities for similar coastal experiences while locals have a fun “stay and play” perspective. What’s more, is the destinations also have opposite shoulder seasons and will use this collaboration to encourage “Beach Breaks” to one another when the wave of travelers is expected to slow down.

“We’re excited to partner with Delray Beach on this unique cross-promotion. Although our coastal communities are on opposite ends of the continent, we share many unique characteristics and also offer a variety of new experiences for our ‘Beach Buddies’ exchange program,” said Janet Zaldua, Executive Director of the Marina del Rey CVB.

“When it cools down in Marina del Rey, Delray Beach will be ready to heat things up for our west coast visitors,” added Stephanie Immelman, Executive Director of the Delray Beach Marketing Cooperative.

Social media will take the lead in generating awareness with Instagram photo contests, videos, blogs, custom hashtags, and Facebook updates. The official destination mascots will also get in on the fun by “visiting” their “Beach Buddies” and providing regular updates with Marty the Pelican giving a “bird’s eye view” of Delray Beach while Swinton the Turtle “comes out of his shell” in Marina del Rey.

“It’s been incredibly fun to watch our mascot, Marty the Pelican, spread his wings and experience a new territory. The friendship between him and Swinton the Turtle from Delray Beach is heartwarming,” said Zaldua. “Marty shares his *birds-eye view* from up high and Swinton gives the *low-down* from down low. What’s even more exciting, they are sharing their travel stories with the world through social media.”

The “Beach Buddies” initiative launches today. For more information, go to <http://www.visitmarinadelrey.com/promo/beachbuddies>.

### **About Marina del Rey Convention & Visitors Bureau**

Marina del Rey Convention & Visitors Bureau is the official destination marketing organization that promotes leisure and business travel for Los Angeles’ premier waterfront destination. Situated along the Los Angeles coastline and only 4 miles from LAX, Marina del Rey is the largest small craft manmade harbor in North America and is the gateway to Southern California with sparkling marina views, on-the-water recreation, waterfront dining and contemporary hotels just steps from the water’s edge - all walking distance from world-famous Venice Beach. For more information, log onto <http://www.visitmarinadelrey.com> or contact 310.306.9900.

### **About the Delray Beach Marketing Cooperative**

The Delray Beach Marketing Cooperative (DBMC) is a partnership between the City of Delray Beach, the Community Redevelopment Agency and the Greater Delray Beach Chamber of Commerce. The DBMC’s mission is to attract people to the City, increase awareness of Delray Beach and create a positive economic impact through Destination Marketing, special events and community collaboration. For more information, please contact DBMC at 561.279.1380 or visit [www.VisitDelrayBeach.org](http://www.VisitDelrayBeach.org)

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Spokesperson Interviews, Images and Video Content are Available Upon Request.