

PRESS RELEASE

Local Named Member of Marketing Committee

Destin/Ft. Walton Beach, Fla., October 3, 2016 – The Okaloosa County Tourist Development Council is thrilled to announce that the Marine Economic and Tourist Development Resource Coordinator, Erika Zambello, was recently named a member of the Choctawhatchee Basin Alliance's new marketing committee. She remains passionate about preserving and enhancing the natural beauty of the Heart of Florida's Emerald Coast, as well as marketing ecotourism opportunities to a national and global audience.

"In a very short time, Ms. Zambello has demonstrated her immeasurable value to Okaloosa County, our visitors and local residents alike. Her participation as co-Chair of the Tri-County Partnership Initiative Environmental Working Group, spearheading the "Concrete to Reefs" program, and conceptual design work for Veterans Park are just a few of the areas she has used her considerable talents to enhance our quality of life. We are lucky to have her as an employee of Okaloosa County and the Tourist Development Department," said Jim Trifillio, the Coastal Management Coordinator for the Tourist Development Department. The Coastal and Marine Management division under the ECCVB safeguards programs, people, and natural resources through multiple initiatives such as artificial reef programs, restoration projects, and ecotourism activities.



Founded in 1996, the Choctawhatchee Basin Alliance is a non-profit organization responsible for sustaining healthy local waterways through monitoring, education, restoration, and research. For 20 years, CBA has promoted water stewardship within the Choctawhatchee watershed, growing the network of supporters who join in CBA's mission to provide a future for these precious, natural resources.

CBA utilizes public awareness, public involvement, and collaboration to:

- Promote optimum utilization of the basin resources through citizen empowerment.
- Engage citizens to practice environmentally sound land management.
- Involve government agencies to act and reflect public needs, desires and values.
- Utilize public support and citizen involvement to initiate technical projects and coordinate efforts between citizens, business owners, environmental organizations, and government agencies to solve specific problems.

For more information on visiting Ft. Walton Beach, Destin, and Okaloosa Island throughout the year, visit www.EmeraldCoasting.com or call 1-800-322-3319.

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