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CONVENTION & VISITORS BUREAU

STEPHEN KING FANS ARE INVITED TO HAVE A "DUMA KEY DAY" IN SARASOTA AND HER ISLANDS, FLORIDA

*Travelers Can Enjoy Special "Duma Key" Packages at Sarasota Resorts,
While Exploring the Location of Stephen King's Latest Novel*

SARASOTA, Fla. (March 5, 2008) – As the trend of "literary tourism" – where travelers visit places from fictional texts – continues to grow, Sarasota and Her Islands, Florida, invites Stephen King fans to travel to the destination to explore the setting for his latest novel, *Duma Key*. Set on a fictional island off the coast of Sarasota, *Duma Key* includes many references to real places and attractions within the destination of Sarasota and Her Islands. Visitors to Sarasota can enjoy special *Duma Key* package deals offered by two Sarasota resorts, and can download a list of places referenced in the novel, to enjoy a self guided tour of the area.

Sarasota Offers Self-Guided "Duma Key Tour"

King's first novel set in Florida, *Duma Key* is located on a fictitious barrier island linked by a drawbridge to the south end of Casey Key, where King has owned a home for the last few years and is a part-time resident. King fans visiting Sarasota can walk in the footsteps of Edgar Freemantle, King's protagonist, who comes to *Duma Key* to paint, after an accident with a crane nearly takes his life, by downloading a list of places referenced in novel at www.sarasotafl.org/duma_key.

King enthusiasts can eat their meals at several of the eateries Edgar visits during his stay near Sarasota, including **Zoria's Restaurant**, **Ophelia's on the Bay** and the **Casey Key Fish House**. Travelers to the destination can explore the **Palm Avenue Art Galleries** where the fictitious Scoto Gallery is located; the **Selby Memorial Library** where Edgar gives his art lecture; or can visit the **John & Mable Ringling Museum of Art**, where Edgar spends his last day with his family when they visit for his art show.

For those looking to explore the entire destination as viewed through Edgar's eyes, guests can even visit those mundane spots he visited while running errands, such as **Morton's grocery**, **Casey Key Bridge**, **Main Street Sarasota**, the **Sarasota Memorial Hospital**, the **Nokomis Tru Value** or the **7-11 Nokomis**. For a complete list of Sarasota references throughout the book, travelers can visit www.sarasotafl.org/duma_key.

Special Duma Key Packages Offered at Sarasota Resorts

To encourage Stephen King fans to travel to Sarasota, special ***Duma Key Packages*** are being offered by The Colony Beach and Tennis Resort, where Gene Hadlock and Elizabeth Eastlake won the mixed doubles amateur tennis tournament in the novel; and by the Lido Beach Resort on St. Armands Key.

Duma Key Package at The Colony Beach and Tennis Resort:

The Colony Beach and Tennis Resort, located on Longboat Key, is offering a special two-night "*Duma Key Package*" to guests. Components of the package include two-night accommodations in a one- or two-bedroom suite; a \$100 dining credit for guests to dine in the "gallery section" of The Colony Dining Room; a welcome "Big Pink" cocktail for each adult in the Monkey Room Patio; a tennis clinic for each adult on the courts where Gene & Elizabeth won the amateur mixed doubles tournament; a \$50 shopping credit for guests to shop in the resort's two boutiques, and a special welcome gift for Tastebuds Gourmet Market & Wine Shop.

Prices for the package start from \$669 for two adults in a one-bedroom suite. This package is available from May 1- September 30, 2008, excluding May 22-27 and July 1-7. This package is subject to availability and must be booked in advance. Travelers can call 800.4.COLONY or visit colonybeachresort.com for reservations.

The Duma Key Package at The Lido Beach Resort:

The Lido Beach Resort, located on St. Armands Key, is also offering a special *Duma Key* package to guests looking to explore the destination as it's seen through the novel. Package components include one complimentary hard-cover copy of *Duma Key*; accommodations in a room with a full kitchenette starting from \$134 per night, offering a 15% discount off published rates on all room types; and complimentary transportation to and from St. Armands Circle.

This package is available now through December 1, 2008. Accommodations are based on availability, and must be booked in advance. Reservations can be made by calling 800.441.2113 and asking for the "Duma Key" package.

Sarasota Offers Fans a Chance to Win a Trip

Stephen King fans are also encouraged to visit the website to enter to win a trip for two to Sarasota and Her Islands. The complete winner's package includes roundtrip airfare for two; a four-day, three-night stay at the Lido Beach Resort; dinner and breakfast at The Lido Beach Grill, two tickets to the John & Mable Ringling Museum of Art, Mote Marine Laboratory & Aquarium and Selby Botanical Gardens; a copy of Duma Key and a collection of Stephen King novels. To enter to win, fans can visit www.sarasotafl.org/duma_key.

Sarasota and her string of eight islands are located along Southwest Florida's Gulf Coast between Tampa and Ft. Myers. Sarasota and Her Islands is comprised of Sarasota, Longboat Key, Lido Key, St. Armands Key, Manasota Key, Siesta Key, Casey Key, Englewood, Nokomis, North Port, Osprey and Venice. In addition to sandy beaches, Sarasota and Her Islands also offer numerous cultural and ecological attractions. For more information on saving and discovering in Sarasota, call the Sarasota Convention & Visitors Bureau at (800) 522-9799 or visit www.sarasotafl.org.

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