



MEDIA ADVISORY: TAMPA BAY HOSTS FRIENDSTOUR 2009

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TAMPA, FL – From Aug. 10-11, Tampa Bay will play host to Friendstour 2009, an outdoor-oriented reality reportage tour organized by www.stasera.org. The purpose of Friendstour 2009 is to allow participants to fully immerse themselves in the U.S. way of life through adventurous and unique experiences, all while highlighting various elements of the host cities.

The Friendstour 2009 will be a 15 episode program broadcast via SKY.it satellite television on the MusicBox channel, which boasts over 5.76 million viewers each month. Additionally, it will feature a photo and video gallery on the Friendstour 2009 website, <http://2009.friendstour.org>, be featured on internet television site WebTv, and receive extensive coverage through popular social media websites YouTube.com, Facebook.com and flickr.com.

Participants consist of eight young Italians, ages 25 to 35, whose diverse professional backgrounds aid in the production of the show. During their trip to Tampa, they will experience Tampa treasure including the Renaissance Tampa International Plaza, The Florida Aquarium, historic Ybor City, the Columbia Restaurant, Tampa's Lowry Park Zoo, Pelagia Trattoria and Caladesi Island.

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<p>Tampa Bay & Company is an independent, non-profit membership organization created to attract and serve visitors to Tampa Bay in an effort to create "Economic Development Through Tourism." Tampa Bay & Company is funded, in part, by the Hillsborough County Board of County Commissioners/Tourist Development Council.</p>
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