

Administration
1769 E. Moody Blvd Bldg 2
Bunnell, FL 32110



www.flaglercounty.org

Phone: (386)313-4001

Fax: (386)313-4101

Julie Murphy
Flagler County
Public Information Officer
(386) 313-4039
Email jmurphy@flaglercounty.org

FOR IMMEDIATE RELEASE

Flagler Tourist Development Office wins award for ‘Dodge the Dunes’ marketing campaign

January 23, 2018 – Flagler County’s Tourist Development Office won the Chamber of Commerce award for the Most Innovative Marketing Campaign of 2017 – Dodge the Dunes.

“I was thrilled,” said Amy Lukasik, who spearheaded the campaign. “It has been a labor of love, and the entire tourism staff is dedicated to the ongoing awareness and education about protecting our dunes.”

One of the things that set the campaign apart from others is its local use.

“Typically, tourism organizations market and advertise a considerable distance away in an effort to attract potential visitors to the area for overnight stays,” said Executive Director Matt Dunn. “This is more than just a marketing campaign – it is an educational campaign that focuses on protecting Flagler County’s main asset, the beach.”

Spokescharacters “Lucky the Loggerhead” and “Shelly the Crab” spread their message – Respect. Restore. Revive. – via bumper stickers, window clings, beverage coasters, magnets, and other materials that convey the importance of following regulations established to protect the dunes and the restoration projects underway to fortify them in the short- and long-term.

“The use of these mascots puts a friendly face on the initiative while reminding the public that we aren’t the only ones affected by damage to the dunes,” Lukasik said. “Lucky and Shelly are appealing to children and will draw them into the educational message, which is important because they will become our future beach dunes advocates.”

The message is critical, said Commission Chair Greg Hansen, who also serves on the Tourist Development Council.

Charles Ericksen, Jr.
District 1

Greg Hansen
District 2

David Sullivan
District 3

Nate McLaughlin
District 4

Donald O’Brien, Jr.
District 5

“We’ve had catastrophic issues with our beaches because of the storms,” Hansen said. “As we restore the dunes and the beaches, it is crucial for people to understand how important it is to take care of them.”

The Tourist Development Office individualized and distributed 75 kits to local businesses based on their specific foot traffic and customers.

“We want our visitors to know that we are open for business as we restore our beaches and coastline,” Lukasik said. “Our vision is for the campaign to be an ongoing effort that expands each year.”

For more information, go to www.dodgethedunes.com or on Facebook at www.facebook.com/dodgethedunes.

###