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Contact: Yennifer Álvarez / Communications Director
Email: Yennifer.Alvarez@DiscoverPuertoRico.com
Phone: (787) 710-8280 / Cell: (787) 610-0202

Contact: Mily Hernández, APR
Email: mily.hernandez@comstatpr.com
Tel: (787) 507 -4919

Discover Puerto Rico Wins Another Public Relations Award

#CoverTheProgress won the 2019 Innovation SABRE Award in the category of Best Crisis Management

SAN JUAN, PR, December 20th, 2018 – The campaign #CoverTheProgress that highlighted the community of Punta Santiago in Humacao as an example of how tourist attractions in Puerto Rico have recovered after the passage of Hurricane Maria, won another award of public relations in the category of Best Crisis Management in the 2019 Innovation SABRE Awards.

The campaign was developed by Discover Puerto Rico, the Destination Marketing Organization for the Island (DMO), to invite local and international media and the public to share images of the recovery during the anniversary of the hurricane's passage.

According to marketing studies, six months after Hurricane Maria, more than 50% of travelers said that the negative news coverage impacted their vision of Puerto Rico as a tourist destination.

Discover Puerto Rico filmed a video in Punta Santiago, a community that became known worldwide for a viral image with the letters "SOS". The community, together with local business, recreated the aerial image during the anniversary of the hurricane and exchanged the "SOS" for "Bienvenidos #CoverTheProgress" (Welcome #CoverTheProgress).

#CoverTheProgress is an earned media campaign and obtained 930 million impressions of media worldwide through social networks. The video was also broadcasted by local and international television.

"Our thanks to the community of Punta Santiago who, with their example of resilience, helped to frame the recovery of the tourist areas of Puerto Rico and the need for travelers to visit the Island to contribute with the economic development. We remain committed to developing marketing and public relations campaigns that position Puerto Rico as the favorite destination for travelers," said Brad Dean, Discover Puerto Rico's CEO.

2019 Innovation SABRE Awards prizes for creative, bold ideas, perfect execution campaigns, and results in business. The award will be presented on February 2019 in San Francisco, California.

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About Discover Puerto Rico

Discover Puerto Rico is a newly established private, not for-profit Destination Marketing Organization (DMO) whose mission is to make Puerto Rico visible to the world as a premier travel destination. The DMO will bring prosperity to the people of Puerto Rico by collaboratively positioning the Island's diversity and uniqueness for leisure, business and events. It is responsible for all global marketing, sales and promotion of the destination and works closely with key local governmental and non-governmental stakeholders throughout Puerto Rico's visitor economy and community at large to empower economic growth. Please visit: www.discoverpuertorico.com