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Discover Puerto Rico Wins One In2 SABRE Award

The earned media campaign #CoverTheProgress won Best Special Campaign: Crisis Management

SAN JUAN, PUERTO RICO (February 21th, 2019) –Discover Puerto Rico, the Destination Marketing Organization (DMO), won one In2 SABRE Award for #CoverTheProgress in the category of Special Campaign: Crisis Management.

The In2 SABRE Awards spotlight the specific components of a public relations campaign that make it cutting edge and represent the best in insight and innovation.

This year's entries were focused on artificial intelligence, defying brand expectations and strategic challenge.

“We are honored for this award and this earned media campaign results. On behalf of Discover Puerto Rico, I would like to acknowledge all the media, influencers and general public who helped to spread the good news that Puerto Rico is ready for tourism,” said Brad Dean, Discover Puerto Rico’s CEO.

During the first phase of #CoverTheProgress the people of Punta Santiago – one of the Island’s hardest hit communities known for the S.O.S. image that went viral in the immediate aftermath of the storm –wanted the world to know they had a new message to share.

As part of documenting the recovery, the residents changed the letters "S.O.S" to "Bienvenidos #CoverTheProgress" which means welcome, inviting visitors and tourists.

With this in mind, for the second phase of the campaign, Fernando (Nano) López Cepero, an artist graduated from the University of Puerto Rico, along with the community, conceptualized an urban art design which was painted on the pavement next to the "Bienvenidos #CoverTheProgress" message. The work of art is an image of “Martín Pescador”, a common bird in the coastal areas of Puerto Rico and the community of Punta Santiago.

The resilient spirit of the local community, together with the positive reactions of travelers who have recently visited the island, were the key elements that inspired the campaign that garnered over 1 million of impressions. Tourism, ultimately, benefits everyone on the Island and sharing the positive achievements made within the tourism industry is crucial to continue attracting travelers.

With the proximity of the first anniversary of Hurricane Maria passing through Puerto Rico and the potential resurfacing of devastation images, Discover Puerto Rico

developed #CoverTheProgress, an initiative that invited visitors, as well as local and international media to join, share and review images of the recovery of the Island.

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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