

**FOR IMMEDIATE RELEASE**

Contact: Jeniffer Rosa-Communications Vice President  
Email: [Jeniffer.rosa@discoverpuertorico.com](mailto:Jeniffer.rosa@discoverpuertorico.com)  
Phone: (787) 710-8283 Cell: (917) 239-5621

Contact: Davelyn Tardi- Communications Coordinator  
Email: [Davelyn.tardi@discoverpuertorico.com](mailto:Davelyn.tardi@discoverpuertorico.com)  
Phone: (787)710-8283 Cell: (787)247-0339



**DISCOVER PUERTO RICO EFFORTS RECOGNIZED NATIONALLY**

#CoverTheProgress an initiative to highlight Puerto Rico's recovery after the passage of Hurricane Maria, still demonstrates its effectiveness when it comes to repositioning the destination and communicating that the Island is ready to welcome visitors.

Currently, the initiative is a finalist for various recognitions from prestigious communications and tourism organizations, including the Maximum Achievement for Reputation Management Award from SABRE North America. These awards recognize the most outstanding work focused on programs and initiatives that have a real impact on the tourism industry and business.

"For Discover Puerto Rico #CoverTheProgress is an effort that not only communicates we are ready to welcome visitors, but it shows the strength and spirit of resilience of Puerto Rico," said Brad Dean, principal executive officer of Discover Puerto Rico.

#CoverTheProgress is also a finalist in the Silver Anvil Awards of the Public Relations Society of America and the World's Best AME Award, measuring the effectiveness of advertising and marketing efforts worldwide. And, most recently, #CoverTheProgress was recognized with the PR Week Best Crisis Management Award. This is one of the most important recognitions given in the communications industry.

"These awards represent a true honor for a young organization like Discover Puerto Rico. They solidify our credibility," said Dean.

These efforts have been complemented by other milestones that include a new website, new industry partnership, Diaspora roundtables and a powerful publicity strategy that has made Puerto Rico one of the best destinations to visit according to major global publications.

**###**

### **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. For more information, please visit [www.discoverpuertorico.com](http://www.discoverpuertorico.com)