



NEWS RELEASE

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OneLee Promotion encourages residents to support local businesses

Share your local experiences at #onelee

LEE COUNTY, FL - A countywide campaign aims to help local businesses impacted by the red tide and algal blooms.

The promotion - OneLee - contains dozens of deals from area businesses to motivate residents to dine, shop and play locally. Residents are encouraged to use #onelee in their social media posts to support this movement.

“The past few months have been very challenging for our community and our tourist industry,” said Commissioner Cecil Pendergrass, chairman of both the Tourist Development Council and the Lee Board of County Commissioners. “We need to spend money at our local shops and restaurants in support of the businesses and employees who have lost significant income due to harmful algae blooms.”

Many of the online deals will be from businesses in coastal communities such as Fort Myers Beach, Sanibel & Captiva islands and Bonita Beach, which have suffered severe economic losses. The deals will launch Saturday, Sept. 15.

For businesses to post a deal: Email Leevcb@leegov.com. The deal should be active for at least 30 days. Any current deals or new deals are eligible. Include deal details and at least one image.

To find deals: Visit FortMyers-Sanibel.com/onelee

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