



## Punta Gorda/Englewood Beach VCB Announces New PR Hire

**PUNTA GORDA/ENGLEWOOD BEACH, Fla. (February 1, 2023)** – The Punta Gorda/Englewood Beach Visitor & Convention Bureau announce that Lois Croft has joined as their new Public Relations Manager. In this role, Lois will build and strengthen relationships with travel editors, writers, and other journalists to facilitate media awareness to promote Charlotte County's tourism opportunities as a premier vacation destination. She will not only lead our efforts in coordinating press and familiarization tour trips, but also in facilitating our ongoing engagement opportunities with our local industry partners.

Lois's previous position was with the Florida Restaurant & Lodging Association (FRLA) for the past eleven years and most recently here in Southwest Florida as the Regional Director where she built and managed chapters in Collier, Lee, and Charlotte counties.

Lois is originally from Minnesota where she worked 23 years as a School District Administrator in Community Education Departments managing early childhood through adult education programs, facility and group reservations and a variety of student programs before moving to Florida in 2010. Lois also coached high school volleyball, basketball, and track for 10 years and has one adult son.

If you wish to know more about the Punta Gorda/Englewood Beach region and wish to connect with the Visitor and Convention Bureau, please do not hesitate to contact us.

Public Relations:

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**Our Best Side is Outside.™**

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### **ABOUT PUNTA GORDA / ENGLEWOOD BEACH**

**Punta Gorda/Englewood Beach** is Florida's best-kept secret of a charming natural paradise located on the idyllic Southwest Gulf Coast. This coastal community surrounding the state's second-largest harbor sits conveniently between Tampa and Naples. Outdoor enthusiasts will find a haven of vibrant experiences in the sun-soaked oasis of the Southwest Florida islands, characterized by almost year-round sunshine and sub-tropical weather. Relaxation and discovery await in miles of waterways and inland exploration trails filled with unspoiled natural beauty. From beaches to boating, hiking to harbor tours, fishing to nature paths; to sun, shelling, and fossilized sharks' teeth, Punta Gorda/Englewood Beach immerses lively locals and active adventurers in a pure island experience. Most notably known for its 830 miles of pristine unparalleled shoreline, including captivating river passages, a mangrove-edged aquatic preserve, and more than a dozen miles of natural Gulf beaches, the Charlotte Harbor Gulf Island Coast includes the areas of Boca Grande, Don Pedro Island, Englewood-Cape Haze, Little Gasparilla Island, Manasota Key, Knight Island, Placida, Babcock Ranch, Port Charlotte, Charlotte Harbor and Punta Gorda.

To learn more about Punta Gorda / Englewood Beach, visit [www.PureFlorida.com](http://www.PureFlorida.com), call 941.743.1900 or discover the destination on Instagram, Twitter and Facebook @RealPureFlorida.