

BEST *for* FLORIDA

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AIF Launches “Best for Florida” Campaign with New Website Providing Information on Integrated Resorts

TALLAHASSEE, Fla. – Associated Industries of Florida today announced the launch of the “Best for Florida” campaign as part of a new multi-media effort to provide Floridians with facts about gaming in the Sunshine State and the tremendous benefits establishing an integrated resort in the state would bring.

“Florida has an historic opportunity to create jobs and locate a huge magnet for convention and trades shows in our state. This is the time for lawmakers to seize this opportunity for our state,” said Tom Feeney, president and CEO of Associated Industries of Florida. “The integrated resort model is proven to spur economic activity and create jobs by increasing tourism and convention and exhibition business visitors. With convention cancellations due to lack of adequate venues, this is exactly the kind of resource needed in South Florida.”

Through legislative action, Florida lawmakers have the opportunity to implement comprehensive guidelines regarding proper regulation and introduce the integrated resort model to the South Florida area. These high-end, luxury properties offer lavish amenities and serve as a magnet attracting people from all over the world to visit Florida. With this proposed expansion comes the creation of more jobs, a greater boost to the economy and increased promotion of trade shows and conventions.

To help Floridians learn valuable information about integrated resorts and the gaming issue facing state lawmakers in 2014, the campaign created a new website at www.BestforFla.com. The Best for Florida website provides background information on the integrated resort model.

While visiting the site, readers can learn how lawmakers can modernize gaming regulations in the state while providing an opportunity for the establishment in Florida of the integrated resort model with world-class gaming. The website also notes how gaming has grown in Florida through the exploitation of legal loopholes, often without the approval of the Legislature. Due, in part, to “gaming creep,” Florida is now one of America’s largest gaming states, with numerous options available to consumers including cruises to nowhere, dog racing, horse racing, lottery, card rooms, slot machines and Las Vegas-style gaming at Indian casinos.

For more information on integrated resorts, visit www.BestforFla.com.

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