

KEITH OVERTON PROMOTED TO PRESIDENT AND CHIEF OPERATING OFFICER OF TRADEWINDS ISLAND RESORTS

Overton also recently named “Tourism Person of the Year”

WHO: The TradeWinds Island Resorts – the Island Grand Resort and the Sandpiper Suites – located along acres of sugary white beaches overlooking the Gulf of Mexico on the island of St. Pete Beach, Florida.

WHAT: The TradeWinds Island Resorts recently promoted **Keith Overton** to the position of **President and Chief Operating Officer**. In this position, Overton will continue to oversee the company’s operations, sales and marketing efforts, accounting functions, and capital improvements projects at the resorts, as well as ensuring the resorts uphold the standard of service consistent with the TradeWinds name. Overton has led the TradeWinds family since 1995 and served as general manager for the Sandpiper, Island Grand and formerly managed the Sirata Beach Resort.

Overton was also recently named “**Tourism Person of the Year**” by the Tampa Bay Beaches Chamber of Commerce. This award, now in its 10th year, was determined by a nomination process and voted on by a chamber committee. “This award was not only based on Mr. Overton’s immense involvement in our tourism industry but all of his efforts on behalf of tourism in DC and Tallahassee,” said Robin Grabowski, president of the Tampa Bay Beaches Chamber.

In 2010, Overton served as the chairman of the Florida Restaurant & Lodging Association and he currently serves on the board of directors for VISIT FLORIDA. A 23 year veteran of Florida’s hospitality industry, Overton previously held positions with such reputable hotel companies as Karena Hotels, The Ritz-Carlton and Walt Disney World. Overton served as the president of the Pinellas County Hotel & Motel Association from 2000 to 2003 and served on the Florida Hotel & Motel Association’s board of directors from 1999 - 2005. Overton is also actively involved with many charities in the Tampa Bay area. He and his wife founded Athletes for Hearts, Inc., which raises money for families with children with life threatening heart conditions.

WHERE: Located on a stretch of beach directly on the Gulf of Mexico, the TradeWinds Island Resorts consist of the family-friendly Island Grand Resort and the more intimate and relaxing Sandpiper Suites. The resorts offer access to two great properties in one with limitless beachfront recreation, fantastic family and children’s programs and sumptuous dining.

For reservations and information, please visit www.OnlyLetGo.com or call toll-free (800) 360-4023.

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