



JACKSON COUNTY BOARD OF COUNTY COMMISSIONERS

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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Kids Summer Fun: Get Out and Explore!

Jackson County, FL – May 2024. This summer, the **Jackson County Tourist Development Council** is thrilled to launch its exciting new **Summer Fun Passport** campaign, inviting local youth to discover their own backyard. From **Memorial Day Weekend** to **Labor Day Weekend**, students living in Jackson County have the opportunity to explore a variety of attractions, earn points, and exchange them for fun prizes at the end of the summer.



This campaign is designed to provide our youth with engaging activities and experiences while encouraging them to discover the beauty and charm of Jackson County. By participating in the campaign, students not only have the chance to have fun and create lasting memories but also to develop a deeper appreciation for their community and all it has to offer.

Passports are available for students at participating schools or can be picked up at the **Jackson County Visitor Center**. Each passport features a variety of destinations and activities, including outdoor adventures, historical sites, local businesses, and more. Students can earn points by visiting these destinations, taking photos, and collecting stamps, with the opportunity to redeem their points for prizes at the end of the summer. All points and prizes must be redeemed by Friday **August 30th, 2024**.

*"We're thrilled to launch our Summer Fun Passport and provide our local youth with a fun and exciting way to explore Jackson County," said **Kelsi Jackson, Executive Director of the Tourist Development Council.** "Our hope is that by participating in this campaign, students and families will not only have a great time but also develop a deeper connection to their community and become ambassadors for Jackson County tourism."*

For more information about the Summer Fun Passport campaign or to inquire about participation, please contact the Jackson County Visitor Center at **(850) 482-8061** or email TDC@jacksoncountyfl.gov.



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