

Friends of A1A

## Scenic & Historic Coastal Byway



**Media Advisory**

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### **Friends of A1A Scenic & Historic Coastal Byway Launch New Tour**

*“Eat, Shop & Play Along A1A” Showcases Byway Stops.*

The Friends of A1A Scenic & Historic Coastal Byway are pleased to announce the launch of their third tour in the A1A Scenic Byway Mobi Tour series, with the “Eat, Shop & Play Along A1A” Tour.

Designed to draw visitors to the eclectic communities along the A1A Scenic & Historic Coastal Byway, while focusing on the unique attributes of each sector along the coastal corridor, the launch of the tour this fall offers visitors from abroad a chance to add new destinations to their travel plans, while also providing an ideal way for in-state travelers to experience St. Johns County from a variety of points of interest, and plan recurring visits.

“The Friends of A1A have five goals as Florida Scenic Highways and a National Scenic Byway, which include economic development and tourism, education and communication, and transportation and safety. We are pleased that this ongoing project meets many of our goals and objectives to support our government and tourism partners, educate our community and visitors to the area, while increasing safety with the GPS-based, hands-free technology offered by TravelStorys GPS,” said Friends of A1A President, Marge Rooyakkers.

“We appreciate the opportunity to help to showcase the corridor’s intrinsic qualities, and ensure the highest possible quality of visitor experience to our users,” she said.

The project was funded in part by a resource development grant from the St. Johns Cultural Council. The tours are offered to the public at no cost, and users may download the tours, powered by TravelStorys GPS, for free in their app store.

The A1A Scenic & Historic Coastal Byway is set to celebrate the 20<sup>th</sup> anniversary of their Florida Scenic Highways designation in 2021 and National Scenic Byway 20-year anniversary in 2022.

*The Friends of A1A Scenic & Historic Coastal Byway is a non-profit organization that protects, preserves and enhances resources along the A1A National Scenic Byway. This citizen’s advocacy group collaborates with municipalities, governmental agencies and other civic groups to maintain and improve resources along the corridor. Visit [www.scenica1a.org](http://www.scenica1a.org).*