

For Immediate Release

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Co-Branding to Appear for Cottage Rental Agency and Seaside

Seaside, Fla. – (October 15, 2008) - In 2006, via a sale to Intrawest, Cottage Rental Agency (CRA) became an independent business in Seaside, Fla. For decades prior the rental business was an internal division of famed Seaside. Over the last several years both companies have operated separately and successfully along the Beaches of South Walton in Northwest Florida.



SEASIDE®

Going forward, joint efforts in the travel and tourism industry will be represented by co-branding. This anticipated announcement unifies great strengths from two leaders in their respective fields.



“Our clients cherish their time in Seaside,” Amy Wise-Coble, general manager for Cottage Rental Agency, said. “By combining our logos, we ease confusion of people seeking rental homes in Seaside.” The effort also helps Seaside reinforce its reputation as one of the best places in the world to vacation. “Seaside is a place to re-connect with family and relax,” Robert Davis, Seaside’s co-founder, said. “It is a true beach destination. In joining forces with Cottage Rental Agency, we help remind people that Seaside is a vacation experience to be passed down through the generations. It is a place to relax, let the kids be kids and the ‘grown-ups’ be more playful.”

(more)

Seaside

The Town of Seaside is a gulf front community located in The Beaches of South Walton on Scenic Highway 30A, between Destin and Panama City Beach. Founded in 1981 by Robert and Daryl Davis, Seaside is the much-heralded birthplace of The New Urbanism movement, which is based on rediscovered traditional town planning principles. Situated on 80 acres, Seaside is a pedestrian-scaled beach town with 423 residences, 42 specialty retail shops and 12 restaurants and eateries. The town is designed so that life's daily needs are within a short stroll or bicycle ride. Seaside's thriving downtown includes civic, cultural and educational institutions; a public charter school, an inter-faith chapel, a repertory theater and The Seaside Institute. Parks, a swim and tennis club and an amphitheatre provide year-round recreation and entertainment. For more information on Seaside, visit seasidefl.com.

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Cottage Rental Agency, Seaside

The premier provider of area rental properties for more than 20 years, Cottage Rental Agency, Seaside (CRA), manages nearly 300 accommodations along the scenic route 30-A beach community. CRA is part of Intrawest – a world leader of development and management of experiential destinations in such places as Whistler Blackcomb in British Columbia, Steamboat Springs in Colorado, Tremblant in Quebec and Sandestin in FL. For reservations at Seaside call (800) 277-TOWN or visit CottageRentalAgency.com.

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