

# FUN FOR ALL

MAY 22

FUN FOR ALL

INSPIRATION

LOGO CREATION

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WEBSITE

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COVERAGE

LAUNCHED MAY 2022

THE INSPIRATION  
CORY LEE







## A REMARKABLE BEACH WHEELCHAIR IN PANAMA CITY, FL

Beaches and I have always had a love/hate relationship. On one hand I love them because I love soaking up sun rays, taking in...

[READ MORE](#)



## FUN FOR ALL | LAUNCH MAY 2022 | MAY NATIONAL MOBILITY MONTH

Panama City Beach is the Real.Fun.Beach for a reason and we want to make sure all visitors feel the love.

Visit Panama City Beach is pleased to announce the launch of its new “FUN.FOR.ALL” initiative, which promotes accessible travel and highlights the destination’s commitment to welcoming ALL visitors.

The announcement comes at the start of National Mobility Awareness Month, a time dedicated to raising awareness and solutions for mobility challenges that affect over 18 million people in North America.

## FUN FOR ALL

The destination's Fun.For.All initiative is in alignment with VISIT FLORIDA's statewide accessible travel campaign, "Limitless Florida," which highlights resources and activities across the state for visitors with special needs.

Throughout Panama City Beach, travelers can access the beach using:

- elevated boardwalks
- beach wheelchair rentals
- Mobi-Mats
- accessible fishing piers

Visitors can also enjoy an array of:

- accessible attractions
- restaurants,
- And accommodations that elevate the vacation experience.



## CONCEPT

The Fun For All visual ID combines the classic, universal accessibility symbol with the whimsical spirit of the PCB brand, creating unique signage with a fun, modern twist. The design allows us to draw on the recognizability of the accessibility symbol while making it our own.



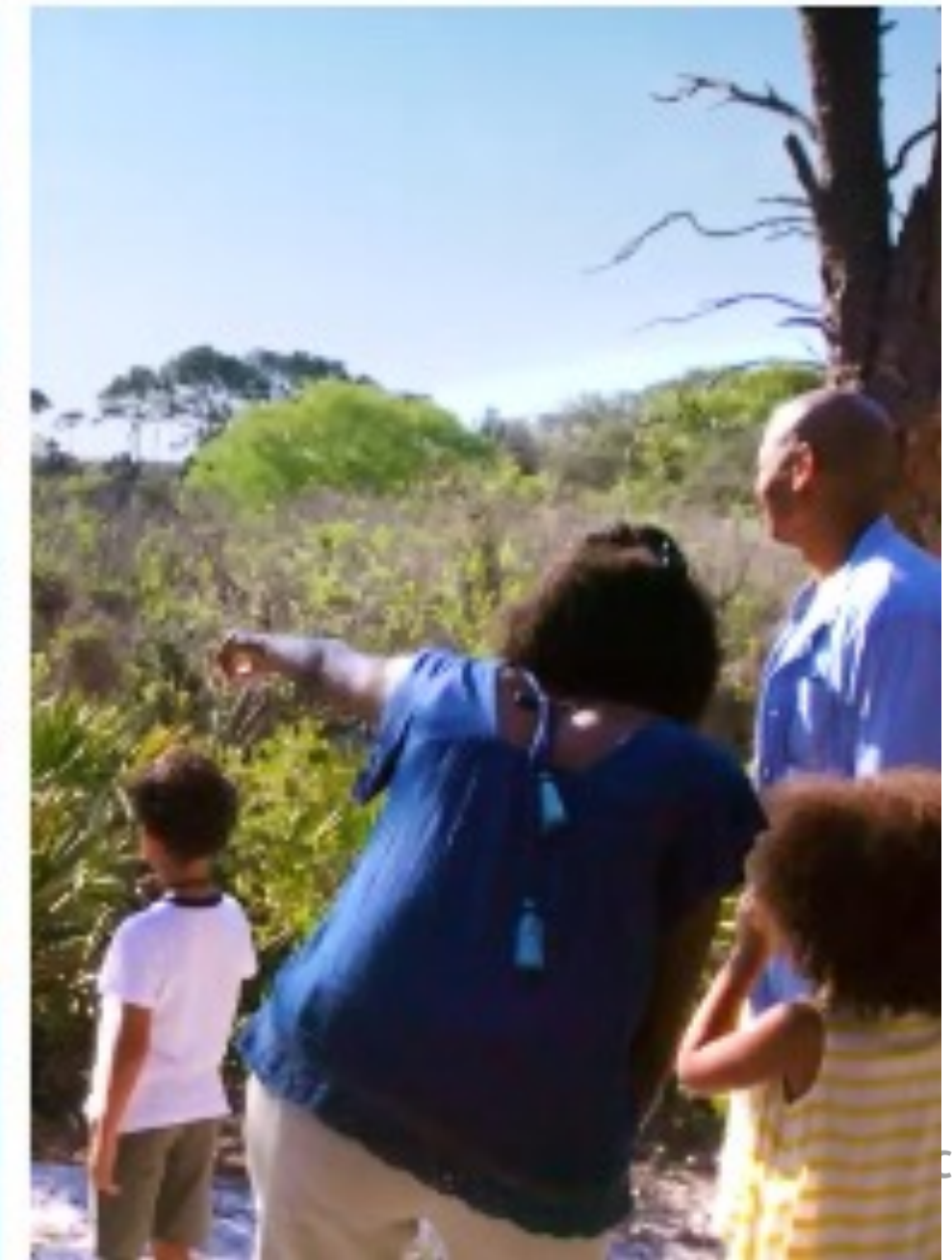


FUN FOR ALL LOGO | ADA COMPLIANT COLOR





FUN FOR ALL | WEBSITE IS ADA COMPLIANT





## 10

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## FUN FOR ALL VIDEO





# COVERAGE





PR COVERAGE



March 16, 2022  
UMV: 2,582,856

10 accessible beaches in the US to visit for Disability Awareness Month

LYNN BROWN  
Lonely Planet Writer



From the salt spray to the gorgeous views, everyone should be able to experience the joys of a day spent near the ocean. Unfortunately, because of a lack of accessibility, these simple pleasures are sometimes more difficult than they should be for people with disabilities.

Beaches are being made more accessible through a combination of Mobi Mats, portable roll out pathways that make the beach easier to navigate; beach wheelchairs, which feature wheels that are much larger and wider than usual in order to more easily roll across the sand without sinking; and Mobi chairs, which combine the large wheels of a beach wheelchair with a might lighter frame and floatation devices.

And US beaches from Florida to California are taking up the call to make a day at the beach more accessible to everyone. For Disability Awareness Month spend some time at these 10 accessible beaches in the USA.



May 11, 2022  
UMV: 604,839

Panama City Beach Unveils Accessible Travel Campaign

DESTINATION & TOURISM | CLAUDETTE COVEY | MAY 11, 2022



Panama Beach City features elevated boardwalks and wheelchair rentals for travelers with mobility issues. (photo via Cory Lee, Visit Panama City Beach)

Visit Panama City Beach unveiled the “Fun.For.All.” campaign, which puts the spotlight on the destination’s myriad accessible travel options.

Launched in tandem with National Mobility Awareness Month, the initiative aligns with Visit Florida’s “Limitless Florida” campaign promoting accessible statewide resources and activities.

“Accessible travel is a top priority for our destination and community,” said Visit Panama City Beach President and CEO Dan Rowe.

“We believe every traveler should be able to experience our beaches, restaurants, hotels and resorts, as well as the endless activities and events we offer year-round.” <https://bit.ly/38gJau7>



May 11, 2022  
UMV: 51,146

Panama City Beach Unveils Accessible Travel Campaign

by Mohamed Sawah 3 hours ago



Visit Panama City Beach unveiled the “Fun.For.All.” campaign, which puts the spotlight on the destination’s myriad accessible travel options.

Launched in tandem with National Mobility Awareness Month, the initiative aligns with Visit Florida’s “Limitless Florida” campaign promoting accessible statewide resources and activities.

obi-Mats are located at several of the destination’s beach access points (photo via Cory Lee, Visit Panama Beach City)  
“Accessible travel is a top priority for our destination and community,” said Visit Panama City Beach President and CEO Dan Rowe.

<https://bit.ly/3FzUrSo>







May 17, 2022  
UMV: 2,820

Take Five: Discover Flagstaff, Visit Tampa Bay, Visit Big Sky, Visit Panama City Beach, Travel Superior

May 17, 2022 by Laurie Jo Miller Farr — Leave a Comment

As a source of destination inspiration, we look at five diverse DMOs doing different things as they explore and explain the impact of tourism.

Visit Panama City Beach



Panama City Beach features elevated boardwalks and wheelchair rentals for travelers with mobility issues. (photo via Cory Lee, Visit Panama City Beach)

Visit Panama City Beach has unveiled the “Fun.For.All.” campaign to put the spotlight on the destination’s accessible travel options. Accessible travel is a top priority for our destination and community,” said Visit Panama City Beach President and CEO Dan Rowe.

Launched in tandem with National Mobility Awareness Month, the initiative aligns with the Visit Florida “Limitless Florida” campaign promoting accessible statewide resources and activities.

Panama City Beach provides travelers with elevated boardwalks, beach wheelchair rentals, accessible fishing piers, accessible attractions and accommodations, and a considerable number of restaurants with wheelchair ramps and spacious dining area. For visitors with speech, hearing or vision impairments, the Bay Town Trolley provides sign language interpreters and documents in Braille upon request. It is also wheelchair accessible and service animal friendly.

<https://bit.ly/3slQRjA>



May 19, 2022  
UMV: 5,025,710

One Of Florida’s Most Popular Destinations Just Announced It’s Prioritizing Accessibility

JIM FULCHER

MAY.19.2022



MOBI-MATS INSTALLED FOR BEACH ACCESS (PHOTO CREDIT: CORY LEE / VISIT PANAMA CITY BEACH)

May is National Mobility Awareness Month, so it’s only fitting that Panama City Beach, Florida, just kicked off its “Fun.For.All.” initiative to highlight the destination’s commitment to accessible travel.

“Accessible travel is a top priority for our destination and community,” Dan Rowe, Visit Panama City Beach president and CEO, said in a statement. “We believe every traveler should be able to experience our beaches, restaurants, hotels and resorts, as well as the endless activities and events we offer year-round.”







May 17, 2022  
UMV: 2,869,343

# 6 Products That Make Beach Days More Enjoyable for Wheelchair Users

BY JULIA ESKINS  
May 17, 2022



There’s nothing quite like the feeling of a coastal breeze on your skin. But the sense of freedom and joy that a day at the beach can inspire isn’t equally accessible to everyone.

For **wheelchair users**, beaches can present challenges—from crossing sandy patches to easily entering the water—that can quickly turn a fun experience into a logistical headache. Fortunately, the number of accessible **beaches in the U.S.** (and worldwide) is growing rapidly each year. Destinations like **Panama City Beach, Florida**, and **Gulf Shores, Alabama**, are paving the way with beach access mats that enable wheelchair users to get close to the shore. Meanwhile, other locations like **Mission Beach** in California, and Hanauma Bay Beach, Hawaii, have made beach wheelchairs (which have thicker tires specifically designed to roll across the sand or enter the water) readily available for free.

<https://bit.ly/3FZesSA>





# TIKTOK

MAY 22





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lonely planet May 20, 2022 UMV: 2,819,397

**Barks and recreation: the best dog-friendly adventures in Florida** Jesse Scott

You may know Panama City Beach for its white sand and energetic vibe

Discover Panama City Beach, Florida

**Visit our pick of the best dog-friendly beaches along the Florida coastline**

Florida has nearly 1350 miles of coastline, with many pet-friendly beaches dotted along the way. With any dog beach, make sure to note hours, leash requirements, and required vaccinations as they are often patrolled regularly. In Northern Florida, white sand spots with plenty of open space include Atlantic Beach and [Jacksonville Beach](#) in Jacksonville, Crescent Beach in [St Augustine](#), and the appropriately titled [Dog Beach](#) across from Pier Park in Panama City.

<https://bit.ly/3MF6tN7>





THANK YOU!