

Media Contacts:

JoNell Modys, jonellmodys@colliergov.net, 239-252-2425

Mary Douglas, mdouglas@boomyourbrand.com, 757-497-4811

Florida's Paradise Coast Teams With Fine Art Photographer Alan S. Maltz on *Journey Through Paradise*

Innovative book, interactive experience and fine art project to showcase the natural wonders and city life of the Paradise Coast region of Naples, Marco Island and the Everglades

Naples, Fla.- (January 26, 2011) –Development is underway for the initial phase of *Journey Through Paradise*, an interactive website sponsored by the Naples, Marco Island, Everglades Convention and Visitors Bureau highlighting the imagery of Alan S. Maltz, the “Official Fine Art Photographer for the State of Florida.” Maltz will concentrate on capturing the beauty and magic of the [Paradise Coast](#) region to feature in his next large format coffee table book, *Journey Through Paradise*. The website, scheduled to launch in the spring of 2011, will give users their first ever glimpse of Maltz in action.

“The power of Alan’s photographic talent will be brought to life through the *Journey Through Paradise* site,” said Jack Wert, executive director for the Naples, Marco Island, Everglades Convention and Visitors Bureau. “His talent and personal approach to photography coupled with the [stunning nature and majestic wildlife](#) within the Paradise Coast make this an ideal fit and an innovative way to showcase the destination by engaging visitors to experience the journey for themselves.”

The *Journey Through Paradise* interactive experience allows users to accompany Maltz on a journey through the themes that personally inspire him. Maltz’s narration creates a mood of discovery, giving users a sense of looking through the lens along with him and enables visitors to the website to feel the undeniable attraction of the Paradise Coast.

Acclaimed photographer [Alan S. Maltz](#) resides near Key West where his fine art is featured in his gallery on Duval Street. His photography of nature, destinations and landscapes throughout the state of Florida has earned him the designation of “The Official Wildlife Photographer of Florida” by the Wildlife Foundation of Florida, as well as the distinction of “Official Fine Art Photographer for the State of Florida” by VISIT FLORIDA. Maltz’s art is represented in private, public and corporate collections throughout the world. Among them are: Bank of America Tower at International Place in Miami; Carter Presidential Library in Atlanta; The Ritz-Carlton in St. Thomas, U.S. Virgin Islands and Canson in Caen, France. Sixty of his fine art images are on permanent exhibition at the [Southwest Florida International Airport](#) in Fort Myers. He is the author of five acclaimed and award-winning photography books and has been featured in regional and national publications including *The New Yorker*, *US Airways Magazine*, *Newsday*, *Miami Herald*, *O, The Oprah Magazine*, *Gulfshore Life* and *Florida Monthly*, among others. To learn more about Maltz and his work, visit www.alanmaltz.com.

Naples, Marco Island and the western portion of the Everglades make up Southwest Florida's Collier County - also known as The Paradise Coast. Collier is the largest county in the state of Florida by land area, yet more than 80 percent of the vast expanse of land is preserved as park and nature preserve land by federal, state, county, city and private agencies. Beautiful white sand beaches stretch for more than 30 miles along the Naples coastline, along the shores of Marco Island and on nearby beautiful barrier island beaches stretching south into Everglades National Park. Naples has been named “America’s Best All-Around Beach” by the Travel Channel and as the “#1 Small Art Town in America” by art critic John Vilani. For more information on visiting [Naples, Marco Island and the Everglades – The Paradise Coast](#) and a free visitors guide, call 1-800-688-3600 or visit the area’s official visitor information website at www.paradisecoast.com.

###

FLORIDA'S LAST PARADISE™