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BeachCam delivers high-definition view of Siesta Beach

A live, high-definition panoramic view of Siesta Beach is available to anyone on the websites of Sarasota County and the Sarasota County Convention and Visitors Bureau.

The new BeachCam gives a 180 degree view of Siesta Beach's 99.9 percent pure quartz sand to show that it's open and full of beachgoers. The BeachCam button is on the Sarasota County website at www.scgov.net and will be available on the Convention and Visitors Bureau website at www.sarasotafl.org.

"We work closely with the Sarasota Convention and Visitor's Bureau to promote many destinations in Sarasota County, so teaming up with them to provide this high-definition view of the county's award-winning beach is a natural progression," said John McCarthy, general manager, Sarasota County Parks and Recreation.

Attracting more than 1 million visitors each year, Siesta Beach is one of Sarasota County's most popular destination spots. "We want people to know that one of the country's best beaches remains as popular as ever," said Virginia Haley, president, Sarasota Convention and Visitors Bureau.

Siesta Beach is one of 14 beaches spanning more than 35 miles of beachfront owned by Sarasota County. Discussions are under way with other Sarasota County municipalities and organizations to have live, high-definition BeachCams installed at other locations.

For more information, contact the Sarasota County Call Center at 941-861-5000 or visit www.scgov.net.

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