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**Vero Beach Wine + Film Festival Founder Jerusha Stewart Tapped to Serve on VISIT FLORIDA’S Industry Services, Small Business & Rural Development Council**

*VISIT FLORIDA serves as the state of Florida’s official source for travel planning with a vision of establishing Florida as the #1 travel destination in the world*

**Vero Beach, FL**, November 12, 2020 – Vero Beach Wine + Film Festival announced today that founder and executive director Jerusha Stewart has been invited to serve on VISIT FLORIDA’S Industry Services, Small Business & Rural Development Council.

VISIT FLORIDA, the state’s official tourism marketing corporation, facilitates tourism industry participation in domestic and international travel trade and consumer shows, as well as media missions to the top global visitor markets. VISIT FLORIDA also works closely with travel agents, tour operators, meeting and event planners, and is responsible for operating Florida’s four Official Welcome Centers.

“The timing couldn’t be more perfect, as the VISIT FLORIDA Industry Services Council evaluates the effects of tourism on the quality of life for Florida residents. I am honored to be charged with focusing our efforts on balancing people, planet and profits,” said Stewart.

Jerusha Stewart is recognized throughout the Treasure Coast as a passionate and committed community leader and was recently awarded the Junior League of Indian River Civic Woman of the Year Award as well as the Treasure Coast Trailblazer Award.

In addition to Vero Beach Wine + Film Festival, The VISIT FLORIDA Industry Services, Small Business & Rural Development Council is made up of representatives from across the state, including Beaches of Fort Meyers, Columbia County TDC, Destin Commons, Destinations Florida, Florida Association of RV Parks & Campgrounds, Florida Attractions Association, Historic Virginia Key Beach Park & Museum, LEGOLAND Florida Resort, Lockheed Martin, Marie Selby Botanical

Gardens, Ocean Properties Hotels and Resorts and the Opal Collection and Pinellas County Board of County Commissioners and Pure Florida.

**About Vero Beach Wine + Film Festival (VBWFF)**

Founded in 2016 as a 501c3 organization, VBWFF is dedicated to connecting diverse visual artists with their audiences to inspire action. Ranked among the top 100 film festivals in the nation, VBWFF is committed to pairing cinematic storytelling with global fine wines while highlighting the best of Vero Beach art, natural beauty, eco-awareness, emerging chefs, and coastal hospitality. VBWFF partner festivals include Asbury Shorts USA, Devour! Film Fest, Sonoma International Film Festival and the Wild & Scenic Film Festival. For more information on upcoming events, films, and all things Vero Beach Wine + Film Festival, please visit **[VBWFF.com](http://VBWFF.com)**.