



For Immediate Release

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Chamber Announces Mérida Mexico as Sarasota's New Sister City

Sarasota, Florida – (December 8, 2010) A city best known as one of America's most desirable places to live, work and visit forges relations with Latin American City.

The Gulf Coast Latin Chamber of Commerce is excited to announce that Sarasota will forge sister city relations with Merida, Mexico on Friday, December 10th.

To further the ties of friendship and understanding between Sarasota, Florida and Merida, Mexico, Mayor Kelly Kirchner of the City of Sarasota and Mayor Angelica Araujo from the City of Merida will sign a declaration strengthening ties and establishing a sister city relationship between the two cities. This declaration is historic for Sarasota and marks the first sister city in Latin America. It establishes friendly cooperation, equality and mutual benefit allowing both cities to work together to promote and broaden cultural, academic and economic relations. Sarasota's Hispanic population is nearly 20% of the City's total population and is now our largest minority group.

The Gulf Coast Latin Chamber of Commerce has worked closely with Mayor Kelly and other community leaders and is excited for this to finally come together. "The sister city accord is a recognition of the historical, cultural, political and institutional ties between Sarasota and Merida as well as an official declaration of intent to nurture and strengthen new and existing partnerships" said Chamber President, Fermin Miranda.

It is a significant relationship that's reflective of our changing and growing City – where Sarasota looks to embrace and better understand the Mexican culture which is now an ever growing part of our local culture too. Economically, this relationship can eventually broaden areas of construction, education, manufacturing and tourism for both Cities.

Many activities are planned this week. The signing ceremony is free to the public and will be held at the John and Mable Ringling Museum this Friday from 11:00am to 12:00pm.

About The Gulf Coast Latin Chamber:

The mission of the Gulf Coast Latin Chamber of Commerce is the promotion, development and dissemination of information, trends and opportunities available in the Latin business community of the Florida Gulf Coast area. The Gulf Coast Latin Chamber of Commerce works closely with its sister Foundation in providing Community events and needs-based scholarships to area Latino individuals.

For more information about The Gulf Coast Latin Chamber and its Foundation, please visit www.LatinChamber.org or call (941) 358-7065.