



**For Immediate Release**

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**Preferred Travel of Naples Held  
“The Greatest Travel Showcase on Earth”**

*(Naples, FL – February 13, 2018)* Preferred Travel of Naples held their annual travel event on February 12 at Club Pelican Bay with over 600 guests in attendance. “The Greatest Travel Showcase on Earth” marked the 11<sup>th</sup> year for Preferred Travel’s annual extravaganza.

The event featured over 50 travel partners including active adventures, air services, celebration travel cruises and tours, family travel, hosted group tours, hotels and resorts, land vacations, luxury travel, and river cruising. Guests enjoyed live entertainment, music, cocktails, heavy hors d’oeuvres from various parts of the world, and special travel offers.

This year’s showcase theme played off of the famous ‘Greatest Show on Earth’ from start to finish with cirque de soleil type decorations and stilt-walkers greeting each guest as they arrived. Upon entering the show, two 14 foot balloon elephants graced the entryway where Wilma Boyd, President and CEO of Preferred Travel, along with Olga Placeres, CFO and Agency Manager, welcomed each travel enthusiast.

“This was our biggest event ever,” said Boyd. “We truly enjoyed ourselves and loved seeing so many people have a great time while learning more about travel options. It was just spectacular to see all the decorations, our friends and so many smiling faces.”

Each year, Preferred Travel selects a non-profit charitable organization to benefit from the event; this year raised over \$36,000 to benefit the Founders Fund scholarship fund.

The Founders Fund, Inc., a local non-profit organization founded in 1991 by the golf members of Club Pelican Bay, has been selected to receive 100% of the funds from the travel showcase ticket sales. The Founders Fund grants scholarships for college and post high school education to Collier County students with financial needs. The Founders Fund has granted over 650 college scholarships since its inception.

**ABOUT PREFERRED TRAVEL OF NAPLES**

Founded by President and CEO Wilma Boyd in 1984, Preferred Travel of Naples, Inc. presents a team of domestic and international travel specialists, and provides worldwide leisure and corporate travel services to individual clients and groups. Preferred Travel of Naples is located in the SunTrust Building at Pelican Bay at 801 Laurel Oak Drive, Suite 300. For information call (239) 261-1177, toll free 800-523-3716 or visit [www.preferrednaples.com](http://www.preferrednaples.com).