Hello,

*Visit Central Florida* and Polk County Tourism and Sports Marketing (PCTSM) have a new Ambassador program.

**Certified Ambassadors of Tourism and Sports (CATS**) is *Visit Central Florida*’s new innovative program to train locals and hospitality professional. This program is the first to unify visitor experience on a county wide level. Our goal for the CATS is to learn, experience and share Polk County and all it has to offer. CATS will influence and encourage visitors to enjoy Polk County.

**How to become a CATS?** - Register. Attend a Training Session. Attend a Guided Tour. Explore and accumulate points. Utilize social media. Complete online modules. Become certified!

CATS Training Session and Guided Tour Itinerary for **December 18th**

* Registration and Signing in: 11:00 AM – 11:30 AM

Where: **Bok Tower Gardens** (1151 Tower Blvd, Lake Wales, FL 33853)

* CATS Training Session: 11:30 AM- 12:30 AM
* Lunch 12:30-1:30 PM
* CATS Guided Walking Tour: 1:30 PM

Tour of the Gardens

(Please wear comfortable shoes)

* Bok Tower Holiday Home Tour 2:00 PM

CATS Training Session and Guided Tour Itinerary for **January 24th**

* Registration and Sign-In: 8:30 AM - 9:00 AM

Where: **Circle B Bar Reserve** (4399 Winter Lake Rd, Lakeland, FL 33803)

* CATS Training Session: 9:00 AM - 10:00 AM
* Break & Explore Discovery Center: 10:00 AM - 10:30 AM
* Tram Tour: 10:30 AM - 12:30 PM

(Limited to 25 people)

(Refreshments will be provided)

CATS Training Session and Guided Tour Itinerary for **February 6th**

* Registration and Sign-In: 8:30 AM - 9:00 AM

Where: **Publix Field at Joker Marchant Stadium** (2301 Lakeland Hills Blvd, Lakeland, FL 33805)

* CATS Training Session: 9:00 AM - 10:00 AM
* Tour: 10:00 AM – 11:00 AM
* Lunch: 11:00 AM – 12:30 PM

**To Register:**

* Please Contact *Visit Central Florida*’s Education Coordinator, Savannah Rudolph for more information and registration at [savannah@visitcentralflorida.org](mailto:savannah@visitcentralflorida.org)
* Or call the Visitor Information Center at (863) 420-2586
* Or visit

<https://visitcentralflorida.org/visitor-information-center/certified-ambassador-of-tourism-and-sports>

* Just a small fee of $10

Please email Savannah Rudolph for more information and questions.

[savannah@visitcentralflorida.org](mailto:savannah@visitcentralflorida.org)

Thank you for your interest in the CATS Program!

We are excited for you to become a Certified Ambassador of Tourism and Sports!