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**THE MARKER WATERFRONT RESORT KEY WEST NAMES CHERYL ANDREWS MARKETING  
AS PR AGENCY OF RECORD**

*South Florida's leading travel public relations firm adds all-new Key West resort to its growing client roster*

**CORAL GABLES, Fla. – June 17, 2015** – [Cheryl Andrews Marketing Communications](#) (CAMC), a leading full-service public relations firm specializing in the travel, hospitality, luxury and real estate markets, has been appointed the PR agency of record for [The Marker Resort](#), which debuted in December as the first new-build resort to open in Old Town Key West in more than two decades.

With 30-plus years of experience representing travel clients from its base in Coral Gables, CAMC has deep and well established roots in the Sunshine State. The team intimately understands the unique Florida Keys market, having worked with the Key West Hotel & Motel Association to help educate residents on the local benefits of the tourism and hospitality industry as well as having represented several resorts throughout the Keys. Agency President Cheryl Andrews lived and worked in Key West, serving as a member of several business organizations including Women in Communications for a number of years.

As North American PR agency of record, the team will develop and implement a strategic PR campaign that not only targets Floridians but also key markets across the U.S. and Canada, drawing up its close relationships with influencers in the print, digital and social media spheres.

“With their first-hand knowledge of Key West and contacts with influencers worldwide, the team at Cheryl Andrews Marketing Communications was the obvious choice for launching Key West’s most highly anticipated resort,” said Sheldon Suga, vice president of operations for Highgate Hotels, the resort’s management company. “We are confident in their representation and are eager to share The Marker Resort’s story throughout Florida, North America and beyond.”

With a desirable address at 200 William Street in Old Town Key West, just steps from Duval and the world-famous Mallory Square, The Marker Resort serves as a tranquil waterfront sanctuary with lush tropical grounds, three secluded pools and an open-air restaurant and bar for al fresco dining. Each of the resort’s 96 spacious, modern and luxuriously appointed guestrooms features a private patio or balcony, unexpected design flourishes and Key West-inspired touches, including a collection of art, books and local amenities. The resort’s dedicated "Conch-cierge" serves as a personal resource and



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insider guide for guests to experience the best that Key West has to offer. For more information or to book reservations, visit [www.themarkerkeywest.com](http://www.themarkerkeywest.com) or call 1-844-229-8312.

### **About Cheryl Andrews Marketing Communications**

Cheryl Andrews Marketing Communications (CAMC) is a leading public relations firm that has specialized in travel, hospitality, luxury and real estate PR for Caribbean, Floridian and Latin American clients for the past 30 years. The company has built a solid reputation for results-driven service. CAMC is at the forefront of new media and has integrated social media into traditional campaigns for its resort and destination clients. Influencers turn to the CAMC team as leading experts in the field. Follow Cheryl Andrews Marketing Communications at [www.Twitter.com/cam\\_pr](http://www.Twitter.com/cam_pr), like us on Facebook at <https://www.facebook.com/CherylAndrewsMarketing> and visit [www.cam-pr.com](http://www.cam-pr.com) for more information.

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