***for immediate release***

***Destin, Florida***

***3/31/2012***

**A Beautiful Wood Boardwalk for an Exceptional Gulf Coast Community**

**Welcome to Destin, Fla.**

Everything about the city of Destin, Fla., is exceptional. From the beautiful white-sand beaches to the world-class fishing, from the family-friendly atmosphere to the exquisite dining options, Destin stands above the rest. Both U.S. News & World Report and The Weather Channel recognized Destin as one of the best beaches in Florida in 2011, a designation already well-known to residents and visitors of this Emerald Coast jewel.

Known as the “World’s Luckiest Fishing Village,” Destin offers unparalled fishing opportunities and easy access to the water. Charter boats leave at dawn, taking eager anglers just off-shore in search of the big catch. A short 30-minute ride and the ocean floor is 60 feet down; not much further at all and it’s 300 feet. After a long day on the boat, a plethora of top-notch restaurants await, each serving up the day’s local catch in a variety of mouth-watering ways.

To those familiar with Destin, the focus on beauty and nature and maintaining the area’s natural beauty is as clear as the beautiful green waters. This world-class resort community promotes the goal of carefully and proactively balancing quality of life for residents while preserving heritage and the environment. This well-thought-out, common-sense approach led to the creation of what will surely become a jewel in the resort town’s crown.

**Building for the Future**

A multi-year, $90 million capital improvement program for the 400-acre Destin Harbor District includes a public park and plaza, roadway improvements, land acquisition and boardwalk improvements as part of the initial $15-million phase. TetraTech is providing conceptual planning, design, engineering and construction-related services for the project.

Included in the plan are 10 properties, to include the city’s harbor front parcel. Together these developments will draw more visitors to the harbor area, provide public accessibility to the waterfront and preserve the charming character of the harbor. Recently featured in a trade magazine, the Destin Harbor Redevelopment Plan was noted for its “broad community support,” a rarity and something not seen in decades in the area.

The goal of this massive project is simple: to improve public infrastructure and encourage public access to a hidden resource that delineates and defines Destin as an outstanding coastal community.

**A New Boardwalk**

Plans began in late-2011 for a new boardwalk to span the Destin Harbor area, drawing visitors and residents alike to the heart of the area: the ocean. The Destin City Council wanted a structure that was strong and beautiful and would accommodate the estimated 4.5 million visitors that swing through Destin every year.

Design plans initiated by the Harbor Community Redevelopment Agency Board and the Harbor Community Redevelopment Agency Advisory Committee received comments and contributions from many agencies, including the City of Destin, Speegle Construction, Inc., Hodges Brothers Lumber and Decks and Such Marine, the subcontractor hired to do the boardwalk installation. Also at the table: Cox Industries, a treated wood manufacturer and distributor and Viance Ecolife, manufacturers of an innovative wood preservative system.

The goal of the project was to create a pressure-treated wood structure designed to match the existing infrastructure, to be low-maintenance, aesthetically pleasing and weather-resistant. The folks at Cox Industries, based in South Carolina, are long-time fans of the Ecolife Stabilized Weather-Resistant Wood from Viance and recommended this product be used to ensure a successful, beautiful project for the Destin Harbor.

**Why Wood?**

Given the focus on maintaining nature and protecting the environment interwoven throughout the tapestry of Destin, it’s no surprise that real wood was chosen to complete the boardwalk project. The city’s focus on and awareness of natural-made products and their cumulative effect on the environment dovetailed perfectly with natural wood.

Ecolife Stabilized Weather-Resistant Wood was chosen as the wood decking material for the boardwalk because the product offers exceptional beauty, performance and strength. The proven performance benefits of the product ensure the boardwalk will be long-lasting and drop-dead gorgeous for decades to come.

Southern pine, the wood used for the pressure-treated Ecolife product, is a renewable wood product from sustainably managed forests. It is locally grown throughout the Southeast and locally transported, leaving a much smaller carbon footprint than other product options. Sustainably managed forests means that more trees are planted each year than are harvested. Truth is, our forests in the U.S. are in better, healthier shape than they were a century ago, according to the National Forest Service. Well-managed forests are healthy forests and give more back to the environment.

Real wood delivers a natural look, a solid feel and a blending with nature not obtained with composite decking. Wood decking does not conduct heat during the blazing Florida summers the way composite decking can. Looking at the cradle-to-grave aspect of wood decking vs. composite decking, exponentially less fossil fuels are used and acid rain created within the production cycle of pressure-treated wood.

**Beautiful Results**

Construction on the new Destin Harbor boardwalk began in January 2012 and is expected to be completed by mid-summer 2012. With more than 200,000 board feet of lumber used in the product, visitors and residents can rest assured their new boardwalk will be beautiful on top and durable underneath.

Boardwalk guests can expect to see extensive landscaping (including palm trees), decorative accents, new seating and proper lighting as they watch Destin’s impressive and expansive charter fishing fleet come and go.

For a gem of a town like Destin, only natural, beautiful, long-lasting products will do. Next time you’re visiting the Florida panhandle, stop by, take off your shoes, and walk along the boardwalk – the perfect spot for creating memories while surrounded by nature.

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**About Viance Ecolife**

Ecolife™ Stabilized Weather-Resistant Wood significantly reduces problems that can affect traditional treated wood products, resulting in more satisfied customers and fewer callbacks - which means more time to reel in more business or just go spend a day at the lake.

Ecolife’s™ Stabilized Weather-Resistant Wood's proprietary stabilizer improves the performance and beauty of wood deck surfaces by reducing cracking and checking, while saving money and reducing project costs and punch lists. When building with Ecolife™ you'll experience more free time, time you can use to **FISH** **MORE.** Enter your Ecolife decks into the "**Fish More Deck Challenge**", and you could win a Tracker(R) ProTeam(R) TF175 bass boat package, or $500 in monthly cash prizes. Go to [**www.Ecolife.Fish-More.com**](www.Ecolife.Fish-More.com) for more information.

Ecolife Stabilized Weather-Resistant Wood (EL2) is an innovative wood preservative system with built-in protection from the detrimental effects of weathering. Ecolife’s unique proprietary stabilizer improves the performance of deck surfaces by reducing the cracking, checking and splitting associated with wood in an outdoor environment by uptomore than 50 percent as compared to other treated lumber products. Ecolife treated wood also reduces your initial maintenance requirements on a new wood deck surface, and the need to apply an initial brush on water repellent after the decks installation. Learn more at [www.treatedwood.com](http://www.treatedwood.com) or on [Facebook](https://www.facebook.com/pages/Viance-Treated-Wood-Solutions/163048250411380).

See more about the Destin boardwalk here:

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