

FOR IMMEDIATE RELEASE
Wednesday, Jan. 28, 2026

MEDIA CONTACT
Nicole Stacey | (850) 434-2142
nstacey@visitpensacola.com

Lindsey Steck | (850) 542-9769
lsteck@visitpensacola.com

Visit Pensacola Launches America 250 Community Information Hub, Announces *From the 1500s with Love* Campaign, and Partners with Historic Trust and Fiesta Pensacola on Educational Programming

Pensacola, Fla. (January 28, 2026) — Visit Pensacola has unveiled a new online resource to help residents and visitors explore upcoming activities and events tied to America’s 250th anniversary, also known as America 250. The interactive hub, found at visitpensacola.com/america250/, will serve as a centralized listing for community celebrations, lectures, exhibitions, and heritage programming commemorating the nation’s founding story.

“As America prepares for its 250th birthday, Pensacola has a uniquely powerful story to tell,” said Darien Schaefer, President & CEO of Visit Pensacola. “Our region’s history predates 1776 by centuries. This landing page gives our community a one-stop resource to learn, participate, and celebrate throughout the milestone year.”

A Statewide Story Told Together: From the 1500’s with Love

Visit Pensacola also announced a collaborative storytelling campaign titled “From the 1500s with Love,” in partnership with St. Augustine/Florida’s Historic Coast.

Rooted in Pensacola’s role as America’s First Settlement and St. Augustine’s prominence as the nation’s oldest continuously occupied city, the campaign highlights nearly 500 years of shared cultural influence from Spanish settlement and maritime exploration to colonial expansion and British rule. Together, the two destinations help paint a fuller picture of Florida’s history long before 1776.

The campaign will feature digital content, curated itineraries, and fun educational storytelling, inviting travelers to explore both cities in one history-rich road trip. Visitors will be able to trace Florida’s early chapters, discovering museums, forts, cultural sites, and living traditions along the way. Content will roll out across both destinations’ websites and social channels throughout 2026.

Investing in Local History & Public Programming

To further build community momentum around America 250, Visit Pensacola and Fiesta Pensacola are jointly contributing \$10,000 each to support partner initiatives and commemorative programming throughout 2026.

The initial investment will help the UWF Historic Trust create its upcoming “Road to Revolution” exhibition at the Pensacola Museum of History — an immersive 2,000-square-foot showcase illuminating Northwest Florida’s role in the American Revolution. The exhibit explores Pensacola’s British era and the pivotal 1781 Battle of Pensacola, a turning point that reshaped control of the Gulf Coast and influenced the broader path to American independence.

Community Invitation

Visit Pensacola encourages organizations hosting historically themed programming to submit events through the Visit Pensacola calendar for inclusion on the hub at www.visitpensacola.com/events/submit-an-event/.

The America 250 landing page will continue to expand with partner resources, curriculum-friendly content, and community storytelling to support residents, schools, and visitors as Pensacola honors this once-in-a-generation commemoration.

For related questions, please email pr@visitpensacola.com.

About Visit Pensacola

Visit Pensacola is the official destination marketing organization for Escambia County, representing Pensacola, Pensacola Beach, and Perdido Key. As America’s First Settlement, founded in 1559, and home to the #1 beach in the U.S., as voted by Condé Nast Traveler readers, the Pensacola Bay Area blends more than 465 years of history with nearly 40 miles of sugar-white sand and emerald Gulf waters. Visit Pensacola is responsible for building tourism as a key economic driver for Escambia County through destination marketing, visitor inspiration, and supporting the local hospitality community.