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**PURE NAPLES HONORED WITH 2014 READERS CHOICE AWARD**

**FORT MYERS, Fla. – July 30, 2014** – Providing exciting water attractions and activities for tourists and locals for the past five years, Pure Naples has become a well-known fixture in the heart of Naples’ waterfront. So it’s no surprise that Captains’ Lance and Harry Julian, owners of Pure Naples, were honored this month at the 12<sup>th</sup> Annual Southwest Florida Choice Awards.

Since 2003, the Naples Daily News annually asks its readers to submit nominations for the best local businesses in categories such as boating, entertainment, restaurants, real estate and more. Pure Naples received the Readers Choice Award for excellence in water sport rentals in the automotive and boating category. Only two awards are given in each category.

“We attribute this award to our dedicated customers. Without their loyalty and belief in the quality of our products and services, we would not be where we are today,” said Harry Julian, owner of Pure Naples.

The 2014 award winners were celebrated at the Choice Award reception, which was held at The Naples Beach Hotel & Golf Club on July 17<sup>th</sup>.

**ABOUT PURE NAPLES**

Founded in 2009 by Captains Lance and Harry Julian, a father and son team, Pure Naples summarizes five generations of maritime connections. The company owns and operates the legendary vessels M/V Double Sunshine and M/V Naples Explorer for sightseeing, dolphin watching and sunset cruises. They also include in their fleet, the M/V Lady Brett, M/V KUDU and M/V KUDU II for private and head boat deep sea, calm bay, back bay and sunset fishing trips. The comprehensive offerings of their boat rentals, Jet Ski Rentals and tours are rounded off with their newest addition, the Jet Boat ODIN.

Pure Naples is centrally located at the corner of 12th Street S. and 6th Avenue S. in the water adventure center of Naples, at Tin City, in the heart of Downtown Naples, directly off of US 41. For more information on booking your next cruise, fishing trip or water adventure, contact Pure Naples at (239) 263-4949 or visit <http://www.purenaples.com>.