



Pensacola & St. Augustine Unite for America's 250th, Launch *From the 1500s, With Love* Campaign

PENSACOLA & ST. AUGUSTINE, FL — February 11, 2026 — Two of the United States' most storied destinations are joining forces to celebrate America's 250th birthday with a campaign that reminds travelers that history didn't begin in 1776, it started long before. Visit Pensacola and Florida's Historic Coast (St. Augustine, Ponte Vedra & The Beaches) today announced [*From the 1500s, With Love*](#), a collaborative storytelling initiative that highlights the nation's earliest chapters and invites visitors to walk in the footsteps of America's first communities.

The campaign connects Pensacola, the site of America's first multi-year European settlement in 1559, and St. Augustine, the nation's oldest continuously occupied city, founded in 1565.

As America approaches its semi quincentennial in 2026, the two Florida destinations will roll out collaborative content, travel itineraries, and events designed to spark curiosity, inspire road trips, and encourage travelers to explore both destinations.

"This partnership is truly first of its kind and one we were excited to help bring to life," said Darien Schaefer, President and CEO of Visit Pensacola. "By working together with Florida's Historic Coast, we're connecting two destinations that tell America's earliest stories in powerful, meaningful ways. As the nation looks ahead to America's 250th anniversary, this campaign encourages travelers to explore Florida more deeply and experience both Pensacola and St. Augustine as part of a shared journey through history."

"This campaign gives us the opportunity to tell a fuller, more inclusive story of America's beginnings," said Susan Phillips, CEO of Florida's Historic Coast. "Long before the nation was founded, Indigenous peoples, explorers, and early settlers shaped the cultural foundations of Florida. By connecting St. Augustine and Pensacola through *From the 1500s, With Love*, we're inviting travelers to experience history through preserved sites and communities that continue to honor the past while shaping the present."

Travelers can explore the new initiative through landing pages developed by each destination and through [collaborative social media content](#).

- Pensacola's America 250 hub: visitpensacola.com/America250/
- Florida's Historic Coast 250 collection: floridashistoriccoast.com/events/250/

Together, the two destinations will showcase:

- *From the 1500s, With Love* travel itineraries and road-trip materials connecting Florida's Historic Coast and Pensacola.
- Historic attractions, museums, and heritage sites connected to Indigenous, Spanish, French, British, African, and maritime history.
- Cultural celebrations, anniversary events, and special programming tied to America's 250.
- Family-friendly experiences and educational resources for students, educators, and lifelong learners.
- Digital story collections spotlighting the diverse voices and communities that shaped Florida's earliest chapters.

For more information and to schedule interviews with Pensacola and Florida's Historic Coast, please contact:

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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.

About St. Augustine, Ponte Vedra & The Beaches Visitor & Convention Bureau: Florida's Historic Coast includes historic St. Augustine, the outstanding golf and seaside elegance of Ponte Vedra Beach, the rural beauty of Hastings, Elkton, St. Johns, miles of waterways to explore and 42 miles of pristine Atlantic beaches. Visit FloridasHistoricCoast.com