

The Palm Tree Type



Recent Media Placements

Valeria L. Palmertree | Founder & Chief Storyteller

valeria@thepalmtreeype.com | m: 786.553.8148

www.thepalmtreeype.com

My Relationships Are My Most Valued Currency.

I'm passionate about stories – finding them, reading them, writing them and sharing them. Nothing inspires me more than the search for the right word, message and outlet.

I have had the privilege to cultivate this passion professionally, having spent the bulk of my career sharing stories on behalf of [The Pearl Hotel](#), [WaterColor Inn](#), [Commune](#), [Visit Virginia Beach](#), [The Fascination](#), [Virginia Tourism Corporation](#) and [SweetPea](#), to name a few.

My media relations efforts have generated coverage in the likes of CNN, Conde Nast Traveler, Forbes, The New York Times, Travel + Leisure and USA Today. My relationships are my currency, and I take great pride in being a trusted PR resource for clients and writers alike.

While the result of my outreach and public relations efforts lives across a variety of channels, in the next few slides, you'll find a sampling of recent media placements (2019 - 2022).

Should you wish to see more – or have any questions – all you have to do is ask. I may be reached at valeria@thepalmtree.com or at 786.553.8148. To access my full credentials or read my latest musings on travel, food and life, visit thepalmtree.com.

Gracias,

Valeria L. Palmertree

The Palm Tree Type

Recent Media Placements

Atlantic Park

Atlantic Park breaks ground in Virginia Beach

\$335M Oceanfront surf park closed on financing

PUBLISHED MARCH 30, 2023 BY ROBYN SIDERSKY

Atlantic Park, the \$335 million dollar surf park development planned for Virginia Beach's Oceanfront, has broken ground and closed on its financing, according to an announcement Thursday from Venture Realty Group, the firm developing the project with music icon Pharrell Williams.



Atlantic Park rendering courtesy of Venture Realty Group

The 11-acre surf park has been in development since 2017 and its first phase is expected to be open in summer 2025, a year later than initially announced.

Construction on Atlantic Park's first phase will begin immediately, developers said Thursday. It will include about 100,000 square feet of mixed-use retail, including restaurants, shops and "experiential attractions." The development also will have 309 apartments and about 10,000 square feet of office space in addition to a 70,000-square-foot entertainment venue, called "The Dome", and the nearly 3-acre surf lagoon.

The surf lagoon will feature wave-making technology from Wavegarden, an engineering company based in northern Spain, and will generate about 1,000 waves per hour. Amenities will include cabanas in a beach club environment

Atlantic Park's second phase, which is still being conceived, will include public parking, residential and retail space and a boardwalk connecting Atlantic Park to the Virginia Beach Boardwalk and 17th Street Park. A target date has not been confirmed.

"After a lengthy, complicated and unorthodox process that included various COVID-related shutdowns and historic post-pandemic inflation, we are honored to finally get started on bringing Atlantic Park to life," Donna MacMillan-Whitaker, Venture Realty Group's founder and managing

Virginia Business - Online
March 30, 2023

NEWS



Making Waves: Atlantic Park groundbreaking 'a dream come true' for surfers behind \$335 million idea



By: Anthony Sabella

Posted at 7:53 AM, Apr 26, 2023 and last updated 12:54 PM, Apr 26, 2023

VIRGINIA BEACH, Va. - Inside Hanbury's office in Norfolk, Alec Yuzhbabenko uncaps his marker and starts sketching.

Within seconds, a structure appears on the paper.

WTKR-TV - Online & Broadcast
April 26, 2023

Virginia Beach wave pool, yup the Pharrell Williams one, to break ground this spring



Written by Staff
March 30, 2023



Venture Realty Group finalizes \$335-Million *Atlantic Park* development which will include a Wavegarden Cove as its centerpiece

The City of Virginia Beach and Venture Realty Group announced today that it has closed on the transformative \$335-million mixed-use development to be constructed on the former site of the Virginia Beach Dome.

According to a statement by Venture Realty Group, *Atlantic Park* will be an indoor/outdoor experience venue aimed at capturing Virginia Beach's unique culture, mixing the city's heritage of music and surfing.

The 10.95-acre mixed-use development, located on the Virginia Beach Oceanfront, will offer various new-to-market restaurants, retail, experiential retail, residential units, office space and a state-of-the-art indoor/outdoor entertainment venue.

Wave Pool Magazine - Online
March 30, 2023

The Palm Tree Type

Recent Media Placements

New Orleans Auction Galleries

Culture > Art

How to Know If That Piece of Art Is 'the One,' According to Experts

Ask yourself these seven important questions before investing to determine if a painting, print or sculpture is marriage material, or more of a casual fling.

BY KARLA WALSH PUBLISHED: APR 4, 2023



Photo: Splash // Getty Images

A new piece of original art can be a hefty investment. And much like the feeling many of us experience when attempting to pick out a [vacation destination](#) or [bottle of wine](#), choosing the perfect piece of art to commit to from an overwhelming array of alternatives can feel daunting.

Take a deep breath and remember: "Anyone and everyone can enjoy

"Buying art should be a personal experience, so I always recommend that people buy what they truly love. Rather than focusing on what someone else has or what you might've seen on TV or in the pages of a magazine, go to an exhibit or to a local gallery," recommends [Jelena Restovic James](#), the director of fine art at [New Orleans Auction Galleries](#) in New Orleans, Louisiana. "You will inevitably form a connection with a work (or a few) —and that's a connection that can't be explained, a sign that this work of art is very much yours."

VERANDA - Online
April 4, 2023

SOCIETY / FEATURED PARTIES

Houston Power Woman Puts On a French Party In New Orleans Worthy of Marie Antoinette With Furniture to Swoon Over

French Heritage Society Members From Across the Country Delight In the Show

BY SHELBY HODGE // 12.07.23

PHOTOGRAPHY MODAVISPHOTOGRAPHY.COM

SAVE ARTICLE



1
27 Internationally acclaimed interior designer Timothy Corrigan at the New Orleans Auction Galleries Marie Antoinette-inspired dinner evening. (Photo by MoDavisPhotography.com)



NEW ORLEANS — The setting was majestic when a coterie of French Heritage Society members from across the county arrived at New Orleans Auction Galleries for an evening of French-inspired festivities compliments of Houston-based entrepreneur and philanthropist [Susan Sarofim](#), owner and CEO of the revered auction house which specializes in French antiques.

It was the society's third visit to the Crescent City in recent memory and this night of wining and dining in Versailles/Marie Antoinette-inspired grandeur was highlight of the four-day visit that included receptions in private homes, tours of iconic cultural institutions and curated dining experiences around the city.

PaperCity - Online
Dec. 7, 2023

The Palm Tree Type

Recent Media Placements

Marilyn Brogan Jewelry

VERANDA DECORATING GARDENS CULTURE JEWELRY TRAVEL

SUBSCRIBE SIGN IN

Shopping

27 Thoughtful Gifts That Support the Environment and Communities in Need

Feel confident in your gifting game this year with these products that give back.

BY SARA CLARK AND JAMIE MELAN SEP 26, 2022



From discovering a clever hostess gift to getting a thoughtful present for the woman (or man) in your life, finding the right gift for everyone on your list is certainly one of the more stressful aspects of the holiday season—especially this year with supply chain issues and material shortages. However, we encourage you to fear not and see this as a rewarding process to ditch the big-box stores and search for smaller makers. And there is one category of gift-giving that is always fail-safe: gifts that give back.

Whether these charitable holiday gifts support sustainable practices, preserve craft traditions, or help underserved communities, you'll feel good about giving something that pays forward the spirit of the holiday season. Some initiatives donate portions of product sales to charitable organizations, while others work one-on-one with communities in need and offer support on a local or global scale. Here, our favorite gifts that give back for 2022.

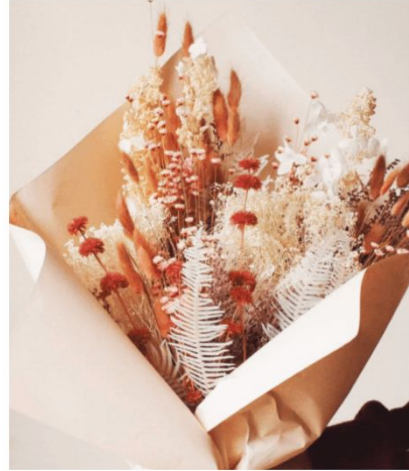


MARILYN BROGAN

This adorable gold charm from Marilyn Brogan honors the Kemp's Ridley, which is the smallest sea turtle in the world. This piece of jewelry comes in two sizes. The small size would be a fabulous addition to your loved one's charm bracelet and the larger one can be worn as a chic necklace on a chain. Bonus: 10% of sales from each of these charms goes to Gulf Specimen Marine Lab which helps rehabilitate these critically endangered turtles.

4
Sea Turtle Charm
in Gold

SEEK AT
MARILYNBROGAN.COM



MONTHLY FINDS

18 Southern FINDS We LOVE: February 2022

From season-bridging accessories to delicious ways to say "I love you," we're falling hard for these 18 fresh FINDS from Southern makers and shops across the South!

by ZOE YARBOROUGH

February 10, 2022

VERANDA - Online
Sept. 26, 2022

Style Blueprint
Feb. 10, 2022

The Palm Tree Type

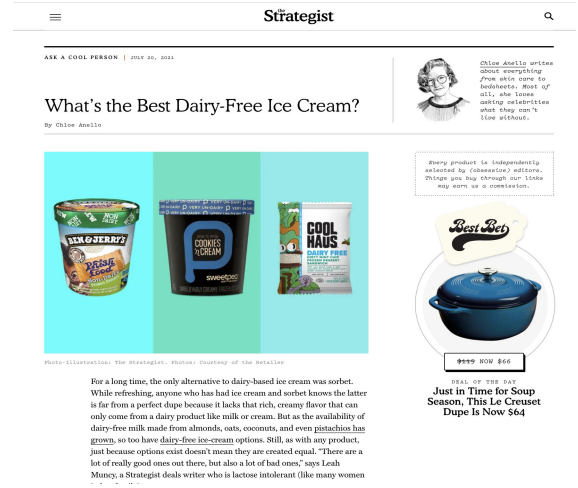
Recent Media Placements



The Local Palate
Summer 2022



Well + Good
Aug. 2, 2021



New York Magazine | The Strategist
July 20, 2021

The Pearl Hotel: Print



Memphis Magazine
January 2021



INDULGE - The Miami Herald
October/November 2020



Ocean Home Magazine
October/November 2020

The Palm Tree Type
Media Placements

The Pearl Hotel: Online

UPROXX

MUSIC FILM/TV CULTURE LIFE/STYLE SPORTS VIDEO/PODCASTS FOLLOW 🔔 🔍

LIFE

Bartender-Approved Warming Beers To Keep The Winter Months Toasty

CHRISTOPHER OSBURN
JANUARY 20, 2021



Uproxx
Jan. 20, 2021

Forbes

Dec. 18, 2020, 10:08am EST | 888 views

34 Hotels Serving Last-Minute Holiday Meals

Jennifer Keator Contributor
Forbes Travel Guide Contributor Group



Let a hotel whip up your holiday feast. [in news now](#)

Forbes
Dec. 18, 2020

VERANDA



3 of 20

The Pearl

Nestled in 30A's Rosemary Beach amid adorable coffee shops, boutiques, and restaurants, this beautiful resort has become an icon for the area—and is even a popular drinks and dinner spot with the locals. **The Pearl** is consistently voted one of the best hotels in Florida—and the world—with fabulous amenities at every turn. From golfing at a Greg Norman–designed course to cocktails at sunset at

VERANDA
July 20, 2020

The Palm Tree Type

Recent Media Placements

WaterColor Inn: Print



DeSoto Magazine
February 2021

DeSoto ON THE ROAD AGAIN

Seaside, Florida

To plan your visit:
 Seaside.com
 seaside.com
 seaside.com
 seaside.com
 seaside.com

EVENTS
 Seaside Chamber of Commerce
 Seaside Chamber of Commerce
 Seaside Chamber of Commerce

Seaside Farmers Market
 Seaside Farmers Market
 Seaside Farmers Market
 Seaside Farmers Market

The Emerald Coast Theatre Company - The Sharky Miller Center
 The Emerald Coast Theatre Company
 The Emerald Coast Theatre Company
 The Emerald Coast Theatre Company

The Emerald Coast Theatre Company - The Sharky Miller Center
 The Emerald Coast Theatre Company
 The Emerald Coast Theatre Company
 The Emerald Coast Theatre Company



PORTFOLIO
 THE MAGAZINE OF LIFESTYLES, INTERESTS & LEISURE

The WATERCOLOR INN ON THE FLORIDA PANHANDLE
 By John Compagno

Unique from the day to special nearly every page, the WaterColor Inn continues to evolve and progress. From the day it opened in 2007, the world on the Florida Panhandle has been a mix of nature's beauty and the man-made structures of progress. The WaterColor Inn has been a part of that progress, and it has been a part of that progress.

For a family vacation, from the David Beckwith-designed accommodations to the pool of Alabaster chimes to each guest's history to the private nature of the Florida Panhandle, the WaterColor Inn has been a part of that progress, and it has been a part of that progress.

Opened in 2007, the WaterColor Inn has been a part of that progress, and it has been a part of that progress. The WaterColor Inn has been a part of that progress, and it has been a part of that progress.

Color: Brent Tjelle and Craig West/Carlin, developed by the WaterColor Company

PORTFOLIO
January 2021



LOUISIANA BAYOUS | OKLAHOMA | TRAVEL PLANNER

SOUTHERN
 The Magazine for people who love the Spirit of the South
 travel + lifestyles

BEACHES AND BEYOND
 Sweet CAROLINAS

Georgia Eat, Stay, Play

Beaches and Beyond

A HISTORY OF BEACHES
 From the first beach to the modern beach, the history of the beach is a story of discovery and exploration. The beach has been a part of our lives since the beginning of time, and it continues to be a part of our lives today.

Southern Travel + Lifestyles
August 2020

The Palm Tree Type
Recent Media Placements

WaterColor Inn: Online

HOME > TRAVEL

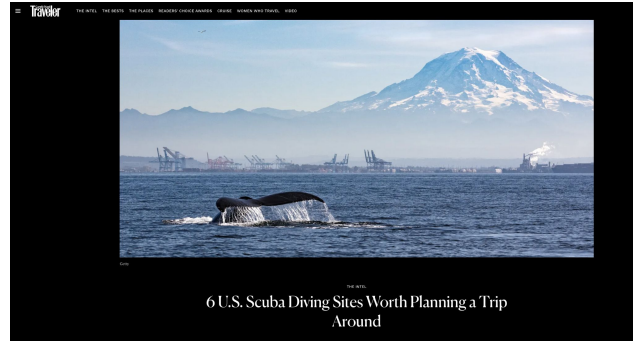
The best beach hotels in the US

Jan Karetchuk Feb 3, 2021, 5:39 PM



The Diplomat Beach Resort

Business Insider
February 3, 2021



Conde Nast Traveler
November 19, 2020

ENTERTAINMENT

Mountainfilm moved to Watersound Origins Community

Special to Gainnet
Published 2:07 p.m. ET Oct. 18, 2020

Facebook Twitter Email

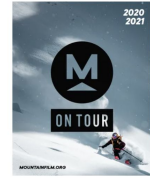
SANTA ROSA BEACH – In honor of its 20th anniversary, this year's Mountainfilm on Tour at WaterColor will be relocating to the Watersound Origins Community for a celebratory Drive-In Viewing of this year's lineup of extraordinary films.

The relocation will provide festival fans with the opportunity to view this year's program in a safe, yet celebratory, environment, all from the comfort of their cars, in true drive-in style. A virtual program will also be made available online for those wanting to partake in the event in a more intimate setting.

Drive-In Viewing

The Drive-In Viewing, presented by festival sponsor Watersound Origins, will take place at the Origins Golf Course at 6:30 p.m. Nov. 6. All guests will remain in their parked cars, from which they'll have access to audio via their car radios for the duration of the 2.5-hour program.

Guests are encouraged to bring their own food and drinks; in adhering with social-distancing guidelines, none will be available for purchase at the event. Lawn seating will not be permitted.



The Drive-In Viewing, presented by festival sponsor Watersound Origins Community, will take place at Origins Golf Course on Friday, Nov. 6 at 6:30 p.m. www.watercolor.com

USA Today
October 10, 2020

The Palm Tree Type
Recent Media Placements

Other Recent Client Placements



The Virginian-Pilot
Client: Kip Poole
Nov. 9, 2022



The Virginian-Pilot
Client: Makers Meals
Aug. 22, 2021

This 3D paint is the new art supply you need to see (and touch)

By Rosie Hilder July 05, 2021

It's just like icing a cake.



(Image credit: Gaffrey Art Material)

It's not that often that we get to play around with completely new art mediums here on Creative Bloq. Once you've tried the 'basics' – oils, watercolours, acrylics, pastels and pencils, it's easy to think there won't be much more to experiment with. That's why we were intrigued to find out about Gaffrey Art Material, a heavy textured acrylic paint that allows you to create an artwork like you would ice a cake – with a piping bag.

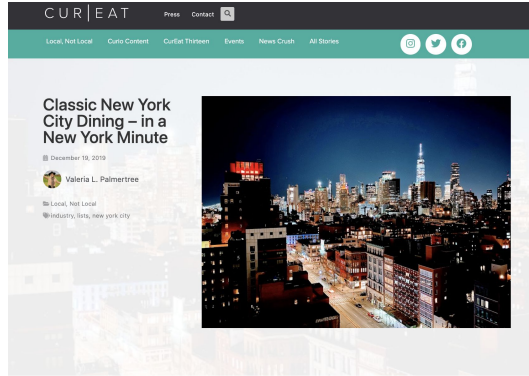
We gave one of the paint kits a go – the Monstera Plant acrylic paint kit, and while we can't say that what we ended up with exactly matches the picture we were aiming for, it's not far off, and we definitely had fun trying. As a medium, it seems up there with some of the best art supplies around.

CreativeBloq
Client: Gaffrey Art Material
July 5, 2021



The Virginian-Pilot
Client: StoneWear Ceramics
March 7, 2021

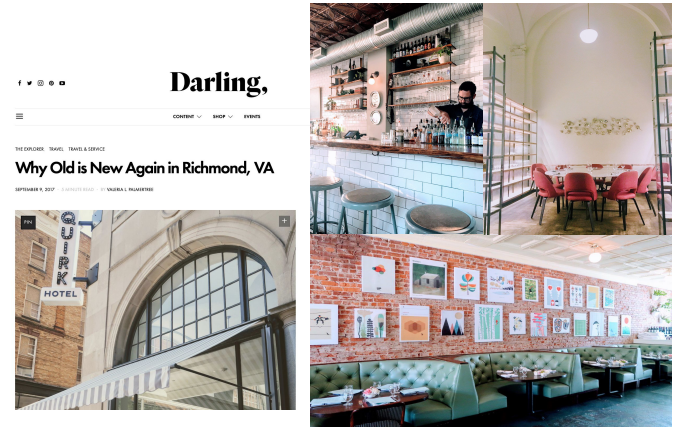
Featured Bylines



CurEat
Dec. 19, 2019



Electrify Magazine
Winter 2017



Darling Magazine
Sept. 9, 2017



The Palm Tree Type
Recent Media Placements