



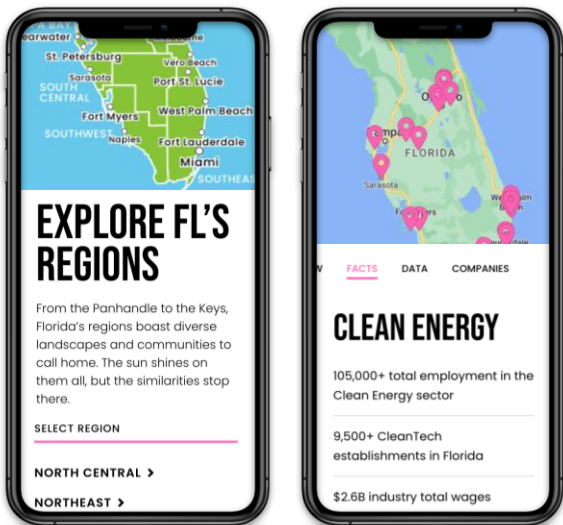
WONDERFL.COM

A FIRST-OF-ITS-KIND TALENT CAMPAIGN FOR FLORIDA

Florida is among the most sought-after places in the U.S. to live and visit, but we know employers still struggle to fill open jobs. That's why [FPL PoweringFlorida](#) launched the "WonderFL" talent campaign to promote Florida as a top place to live and work. The new WonderFL campaign brings together partners, stakeholders and resources through a first-of-its-kind statewide talent campaign, anchored by [WonderFL.com](#).

FUNCTIONALITY

- Interactive Region Map
- Interactive Employers Map
- Cost of Living Calculator
- Jobs & Industry Data



GUIDING TALENT DOWN THE FUNNEL

The statewide campaign is designed to drive awareness of Florida's innovative job opportunities and superb quality of life assets – and ultimately guide talent down the funnel to explore Florida's diverse regions and job opportunities. The website features a regional map, which guides users to detail pages on each of the state's eight unique localities, as well as regional talent attraction campaigns, and a major employers map, which directs prospective Florida residents to hundreds of established companies across the state.

QUESTIONS ABOUT THE WONDERFL CAMPAIGN?

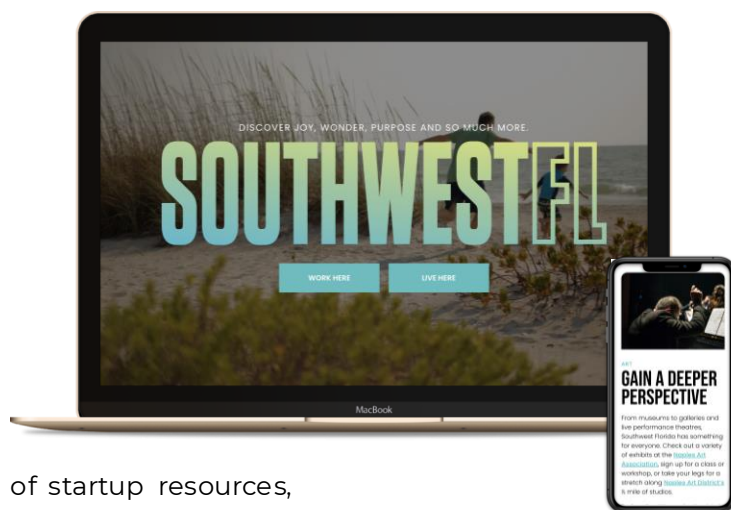
Contact Wes Hudgens at Wesley.Hudgens@fpl.com for more information.



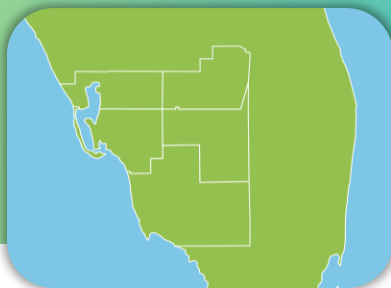
LIFEINSOUTHWESTFL.COM

A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

Being the largest energy company not only in Florida but in the U.S. gives Florida Power & Light Company (FPL) robust comprehension of the Sunshine State's diverse communities. As the primary investor in the [WonderFL campaign](#), FPL has partnered with [Collier County](#), [Charlotte County](#), [Glades County](#), [Hendry County](#) and [Lee County](#) to demonstrate the many unique amenities that make Southwest Florida an attractive place to live and work. Whether it's a jobseeker looking for opportunities in agriculture, logistics or manufacturing, or an entrepreneur in need of startup resources, Live in Southwest Florida is here to make the right connections.



SOUTHWESTFL



7,267

Healthcare employers in Southwest Florida

EMPLOY FLORIDA

REGION BRAND

Leveraging the WonderFL brand, Southwest FL has a unique color palette, icon set, messaging and logo that speaks to Southwest FL's benefits for talent.

INTERACTIVE MAP

This site's [interactive map](#) allows users to click through to five counties in Southwest Florida to learn about local employers and lifestyle amenities.

KEY FACTS & DATA

This site's detail pages host key information and data on how to find a job, how to live and how to play in Southwest FL.