

# St. Petersburg Times Tampa Bay Times

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## ***St. Petersburg Times will become Tampa Bay Times***

Florida's Best Newspaper serves all of Tampa Bay,  
remains independent and locally owned.

TAMPA BAY, Fla. – In a move to better describe the newspaper it has already become, the *St. Petersburg Times* is changing its name to *Tampa Bay Times* on Jan. 1, 2012.

The *Times* is the largest newspaper in Florida because it has found a large audience throughout the Tampa Bay region. Three-fourths of *Times* readers live outside St. Petersburg.

*Times* chairman and CEO Paul Tash predicted the change also would reinforce the area's identity, both locally and across the nation. "We are putting our own greatest asset – our good name – toward the future of the Tampa Bay region," Tash said.

The *Tampa Bay Times* will remain independent and locally owned, by the Poynter Institute for Media Studies, based in St. Petersburg.

The St. Pete Times Forum in Tampa will be renamed the Tampa Bay Times Forum. It is home to the NHL's Tampa Bay Lightning, and it will be the site for the 2012 Republican National Convention.

The newspaper's philanthropic fund, which awards grants and college scholarships, will become the Tampa Bay Times Fund, Inc.

Times Publishing first used the new name in 2004, when it launched *tbt\** *Tampa Bay Times*, a free tabloid for young adults. *tbt\** will remain free and published as an edition of the *Tampa Bay Times*.

For more information, go to [www.tampabay.com/newname](http://www.tampabay.com/newname).

**New name. Same great newspaper.**

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