

## PRESS RELEASE

PRESS RELEASE NUMBER: 98

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### *International Certificate of Beach Safety for Ixtapa-Zihuatanejo*

Ixtapa-Zihuatanejo is the country's only tourist destination that has demonstrated an interest in obtaining the *International Certificate of Beach Safety, Blue Dolphin*, granted by the International Federation of Lifeguards. Thanks to this certification, which encompasses both prevention and rescue, visitors to Ixtapa-Zihuatanejo can rest assured that stationed on the beaches of this glorious destination are professionally certified lifeguards protecting the safety and integrity of all swimmers.

In the first stage of the certification process, the following beaches are under consideration, Playa Larga, La Ropa, and La Madera. Subsequently, certification will be sought for Playa Principal, Las Escolleras (in El Palmar), Playa Quieta and Playa Linda.

It's not necessary to explain the transcendental importance of these efforts as they are bound to the preservation of human life, and the results obtained are evident. For the current year, not a single incident of death by drowning has been documented on any of the beaches of Ixtapa-Zihuatanejo.

For this and many other reasons, Ixtapa-Zihuatanejo is the destination that day to day rises as one of Mexico's most precious beach destinations. And it's increasingly clear that the affluent tourism directed towards this dual-beach town retreat, has sustained its growth and development. So many visitors can't be wrong, Ixtapa-Zihuatanejo is definitely the beach destination that offers more to its visitors in every way: hotels with the most qualified personnel, interesting and fun activities such as scuba diving, kayaking, surfing, sport fishing, fine foods, two world class golf courses surrounded by exotic wildlife and vegetation, state of the art facilities for conventions, dream weddings, and most importantly, safety and security. Who can ask for more?

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