

## PRESS RELEASE

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### *Beach Safety in Ixtapa-Zihuatanejo*

Throughout the year, and particularly during the summer season, vacationers who choose Ixtapa-Zihuatanejo can rest assured that the beautiful beaches in this two town haven are protected by professional lifeguards, whose marching orders are none other than to keep vigil over your safety and security while you enjoy the beaches like, La Ropa, La Madera, and El Palmar, among others.

Project "Safe Beaches" is the thoughtful placement and reliable presence of professional lifeguards at the most frequented and popular beaches in the area, all of which have rescue and first aid training. This was made possible through the combined efforts of the Municipality's City Council and the Beach Commissioner, both of which have made beach safety and security a top priority, not only for the city's institutions but for vacationers as well. Since the implementation of Project "Safe Beaches" records reflect a significant drop in deaths related to beach accidents, which definitely impacts vacationers decision-making process when choosing a destination for their next vacation.



Thus, Ixtapa-Zihuatanejo is developing to be the place to spend the most enjoyable and memorable vacation not only for the beauty of its beaches, its excellent service,

or the warmth of its people, but also for the safety that it offers visitors when they're enjoying its lovely beaches.