

PRESS RELEASE

PRESS RELEASE NUMBER: 35
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EVERYTHING READY FOR **UNLIMITED FUN!** IN IXTAPA-ZIHUATANEJO

As of next Monday, December 14, this beach is ready to party to celebrate the beginning of **Unlimited Fun!**, a nonstop event taking place in the central part of Ixtapa and in Zihuatanejo, which combines music, dancing, gastronomy, singing, painting, and other expressions of Ixtapa-Zihuatanejo's art and traditions.

Unlimited Fun! embraces music, dance exhibitions, and a wide variety of entertainment shows presented by Ixtapa-Zihuatanejo's Hotel Association, as well as the live performance of "Ixtapa-Zihuatanejo's Hotel Association Choir" made up by a selected group of voices from the operating and executive hotel personnel, who will perform Mexican folkloric songs with their very own style and with new arrangements in lyrics and music of themes that have been recorded by renown musicians of this coast.

Zihuatanejo Municipality's directorates, FONATUR's active participation, Ixtapa and Zihuatanejo's Hotel Associations, the Convention and Visitors Bureau, as well as other organisms with a tourist mission in the destination work together toward the success of this significant tourist promotional project.

It is important to mention that **Unlimited Fun!** will also include local art painting expositions and shows presented by cultural promotion areas of local education institutions, as well as regional shows hosted by *La Casa de la Cultura*. (The House of Culture).

This big celebration promotes Ixtapa-Zihuatanejo's development through artistic and gastronomical (*Unlimited Cuisine*) demonstrations, as well as adventure activities (Unlimited Activities), that together with Ixtapa-Zihuatanejo Tour Operators Association's support, will contribute with all other segments to offer an attractive product making it possible to extend a stay or to experience a memorable trip in Ixtapa-Zihuatanejo.

There are numerous contributions that the **Unlimited Fun!** project makes for the benefit of Ixtapa-Zihuatanejo, among which we can highlight: the diversification of the tourist product; media coverage that will result in promotion among our natural markets, both national and international; the union of the whole local tourist industry; the creativity in the ways of promoting and projecting Ixtapa-Zihuatanejo's image by means of an activity calendar in Ixtapa and in Zihuatanejo; and the production of new promotional material such as commemorative t-shirts, international press conferences, promotional videos, and the first musical/ promotional discographical material called **Unlimited Fun!**

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