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## PURA VIDA: THE PHRASE THAT PERMEATED A WAY OF LIFE

*The Costa Rica lifestyle provides the ideal sanctuary for an energizing getaway*

**SAN JOSE, Costa Rica – June 11, 2015** – It's no wonder that Costa Rica is widely recognized as one of the leading wellness destinations in the world. Leaving the breathtaking beauty and serenity of its illustrious jungle, beach, and even mountain landscapes aside for a moment, the nation's people and culture have fostered a way of life founded in ideas of community, health, and wellness. This mentality, precisely, highlights Costa Rica as the perfect escape from stressful deadlines and office clutter into a renewed mind, body, and soul.

### Mind

From the moment they arrive, travelers can enjoy the *pura vida* lifestyle among serene surroundings. The country's landscapes – the rainforests, beaches, mountain ranges, or countryside – call out to those in search of peace and quiet. No deep breaths are more calming and cleansing than those of *aire puro*, or fresh air. Visitors can bask in the peace and quiet of sunbathing on a sandy beach alongside either coast, find their center at a world-class yoga retreat in the heart of the rainforest, or emancipate themselves from their electronics at one of the digital detox programs offered at Costa Rica's luxurious spas.

### Body

Facials using natural exfoliates, massages with volcanic mud, detoxifying thermal water baths are all at your disposal throughout a number of hotels, spas, and sites in Costa Rica. Visitors looking to replace stress with adrenaline, however, will be especially thrilled at the vast array of experiences also available. Sky tram tours and hiking along hanging bridges represent only some of the options that are sure to induce a rush while also leaving room to explore nature's wonders in a unique way. A taste of adventure is usually followed with a hunger for more, and Costa Rica is over-equipped to provide second, third, and fourth portions. Travelers can also white-water raft – or lazily float hours away – down countless rivers throughout the country, or even mountain bike through archeological sites. One of the most intense adrenaline rushes the country has to offer, ziplining, will have thrill seekers feeling a rush of wind as they fly by at speeds of up to 55 mph on some of the highest zip-lines in the hemisphere.

### Soul

When the mind and body are at ease, the soul takes care of itself. Even then, Costa Rica's cuisine does more than simply feed the body: it nourishes the soul. This interconnected model of wellness is mirrored by the country of Costa Rica itself: the fertile volcanic lands in the San José region make sustainable methods of farming and agriculture possible. The organic farm-to-table mentality and prevalent use of seasonal locally produced ingredients both in homes and at restaurants are sure give visitors new life. Tourists can taste the country's varied range of healthy and balanced regional meals, straight from the market or at a five-star restaurant, regardless of where they choose to stay.

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Costa Rica offers endless ways to truly get away from it all. For more information on Costa Rica and the *pura vida* lifestyle, please visit [www.VisitCostaRica.com](http://www.VisitCostaRica.com).

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## About Instituto Costarricense de Turismo (ICT)

Established in 1955, the Costa Rica Tourism Board spearheads the vital task of regulating and promoting Costa Rica's extensive of tourism offerings. The ICT and its partners in the private sector work tirelessly to garner recognition, standardize practices, provide insightful research data and foster cultural development for the country's coast to coast one-of-a-kind tourism products and resources.

## About Save the Americans Campaign

Save the Americans is the Costa Rican Tourism Board's new North American marketing campaign for 2015. The building of the new campaign is a collaboration between the Costa Rican Tourism Board (ICT) and the advertising agency 22squared. Creation of the Save the Americans campaign involved an intensive research process, analysis, design and testing in national and international publics. The Labrador agency led the independent research process, administered the focus groups and provided findings and recommendations for optimizing the work based on participant feedback. Studies were held in Toronto, LA and NYC. The campaign will consist of animals from Costa Rica reaching out to Americans through various media channels and will encourage North Americans to visit Costa Rica.