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**IBEROSTAR HOTELS & RESORTS AND RIVIERA MAYA DESTINATION MARKETING OFFICE ANNOUNCE PARTNERSHIP WITH RENOWNED FOOTBALL TEAM, DALLAS COWBOYS**

***Dallas Cowboys Cheerleaders to Shoot 2013 Calendar and Host Swimsuit Fashion Show at IBEROSTAR Paraíso Maya Resort in Riviera Maya, Mexico***

**RIVIERA MAYA, Mexico (April 17, 2012) –** Located along the Eastern Caribbean coastline in Mexico’s Riviera Maya, IBEROSTAR Hotels & Resorts, alongside the Riviera Maya Destination Marketing Office, has announced a strategic partnership with the, Dallas Cowboys Football Club. The year-long partnership is comprised of a number of marketing and promotional activities, and will be kicked off with an on-site shoot for the 2013 Dallas Cowboys Cheerleaders Calendar at the upscale IBEROSTAR Paraíso Maya in Riviera Maya, Mexico. As key components of the integrated marketing program, guests of all ages at the resort will be able to interact directly with the cheerleaders with events designed to further enhance memorable vacation experiences.

The Dallas Cowboys Cheerleaders will pose for their 2013 Calendar throughout Riviera Maya’s scenic hot spots - with transportation provided by Lomas Travel - as well as in locations at IBEROSTAR Paraíso Maya’s lush grounds and elegantly-appointed facilities from April 18 – April 25, 2012. With a plethora of gastronomic, nightlife and social hot spots, Riviera Maya will serve as an ideal location for the events taking place during this week. As part of the celebration, the resort’s guests - and fans of the Dallas Cowboys - will have the opportunity to attend an elegant fashion show at the IBEROSTAR Paraíso Maya where the cheerleaders will model swimsuits on April 23 at 8pm. Further, the resort’s youngest guests will be able to spend time with the world-renowned cheerleaders at a mini dance clinic taking place at the property’s Kids Club on April 21 at 10:30am.

 “IBEROSTAR Hotels & Resorts is proud to have a strong partnership with Riviera Maya and one of the most celebrated football teams in the nation, the Dallas Cowboys,” stated John Long, the leading Spanish hospitality chain’s Vice President of Sales & Marketing. He added, “As we kick off our year-long strategic partnership, we look forward to hosting the Dallas Cowboys cheerleaders at the IBEROSTAR Paraíso Maya for their 2013 Calendar shoot and engaging activities planned for our guests.”

One of the world’s most beautiful and desirable vacation destinations, Riviera Maya, offers an array of vacation options for every traveler – from unique spa treatments to world-class dining and nightlife to ecological and historical explorations that are ideal for adventurers of all ages. With the immense variety of vacation opportunities, every journey to the Riviera Maya showcases the destination’s abundant luxurious, historical and natural resources.

“The Riviera Maya Destination Marketing Office is honored to join forces with IBEROSTAR Hotels & Resorts, in partnering with the Dallas Cowboys Cheerleaders, to provide guests to the destination with a memorable experience,” said Dario Flota Ocampo, general director of the Riviera Maya Destination Marketing Office. “As both one of the newest and oldest travel destinations in Mexico, we are thrilled to share the Riviera Maya’s rich cultural heritage with the cheerleaders of an iconic sports team that draws passion amongst its followers.”

The IBEROSTAR Paraíso Maya is an upscale, family-friendly beachfront resort offering five-star, all-inclusive accommodations, expansive pools, fine dining venues and superior customer service. Located within the IBEROSTAR Paraíso complex, guests at the all-suite property have access to a world-class spa and gym, as well as facilities at neighboring properties - IBEROSTAR Paraíso Lindo, Paraíso del Mar, and Paraíso Beach.

**About IBEROSTAR Hotels & Resorts**

IBEROSTAR Hotels & Resorts is a family-owned Spanish hospitality company with more than 50 years of experience in the travel industry. IBEROSTAR provides unique vacation experiences, rooted in superior customer service and quality, in the world’s most popular vacation destinations. With more than 100 hotels in 15 countries, IBEROSTAR Hotels & Resorts is committed to offering excellence in quality and service and providing personal attention to each guest.

For more information, please visit [www.iberostar.com](http://www.iberostar.com).

**About The Riviera Maya**

One of the world’s most desirable destinations, the Riviera Maya is situated along the eastern coast of Mexico in the state of Quintana Roo. Nestled between the Caribbean Sea and protected jungles, the Riviera Maya stretches 81 miles, beginning south of the Cancun International Airport in Puerto Morelos and extending through Sian Ka’an, the first established Biosphere Reserve in Mexico and a UNESCO World Heritage site. The Riviera Maya boasts the tranquility of sparsely-populated beaches, a vast network of underground rivers, more than 100 cenotes and numerous eco-adventure activities such as kayaking, scuba diving, snorkeling, trekking, bird watching and deep sea fishing. A vast variety of lodging options, from luxury hotels, all-inclusive properties to charming boutique hotels, provide excellent accommodations, first-class facilities and the warm hospitality of the local people. Many of Mexico’s most significant archeological sites are nearby, providing visitors with the chance to experience the fascinating Mayan culture. The Riviera Maya has been named the “Top Destination in Mexico” for seven consecutive years by Travel Weekly (2004, 2005, 2006, 2007, 2008, 2009 and 2010); the “Sexiest Romance and Honeymoon Destination in Mexico” for the second consecutive year in Recommend Magazine’s annual Reader’s Choice Awards and one of the world’s “Sexiest Wedding Destinations for 2011” by Destination Weddings & Honeymoons.

For more information on the Riviera Maya visit [www.rivieramaya.com](https://mail.turnerpr.com/exchweb/bin/redir.asp?URL=http://www.rivieramaya.com).

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