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**DALLAS COWBOYS CHEERLEADERS TO SHOOT 2014 CALENDAR AT THE IBEROSTAR COZUMEL IN ISLA COZUMEL, MEXICO**

***Famed Football Organization Forges Year-Long Partnership with IBEROSTAR Hotels & Resorts and the State Government of Quintana Roo***

**Palma de Mallorca, Spain (July 8, 2013) –** IBEROSTAR Hotels & Resorts, along with the Secretary of Tourism of the State of Quintana Roo, has announced a year-long promotional partnership with the Dallas Cowboys Football Club. The exciting initiative will involve several marketing and promotional activities, including an on-location photo shoot for the 2014 Dallas Cowboys Cheerleaders Calendar, as well as a stylish fashion show, at the stunning, all-inclusive IBEROSTAR Cozumel in Cozumel, Mexico.

“IBEROSTAR Hotels & Resorts is delighted to continue our relationship with the illustrious Dallas Cowboys Football Club, in addition to working with the Government of the State of Quintana Roo,” stated John Long, the leading Spanish hospitality chain’s vice president of sales & marketing. “The cheerleaders attract a lot of attention and create excitement wherever they go, so I’m thrilled that once again they’ll be bringing that great energy to IBEROSTAR.”

Governor Roberto Borge firmly believes tourism is a national priority and the state of Quintana Roo leads by example. “We are always seeking new opportunities to strengthen and position our premier destinations. We can’t think of a better way to place Cozumel top of mind than to join our efforts with the talented Dallas Cowboys Cheerleaders and IBEROSTAR Hotels & Resorts” said Gov. Borge.

IBEROSTAR Cozumel’s tropical atmosphere, along with Cozumel’s vibrant foliage, will serve as the perfect backdrop for a week of special events, April 4-11, 2013. During the photo shoot, the Dallas Cowboys Cheerleaders will model the latest swimwear fashions throughout Cozumel’s lush landscape, in addition to scenic locations on IBEROSTAR Cozumel’s impeccable beachfront grounds. Transportation throughout the shoot will be provided by Lomas Travel.

Following the photo shoot, on April 8th the celebration will kick off with the exciting IBEROSTAR Day, where hotel guests and fans of the Dallas Cowboys will have the opportunity to interact with the Dallas Cowboys Cheerleaders at the property. Guests will also have the chance to experience a lively fashion show at 6:30pm where the cheerleaders will model stylish swimwear.

World-renowned for its natural beauty and relaxed atmosphere, Cozumel offers an array of options for every traveller – from superb dining to world-class diving to ecological and historical interactions that are ideal for vacationers of all ages.

Located on the southwest coast of the island of Cozumel, in a beautiful, coral-filled cove with an unspoilt sandy beach, the IBEROSTAR Cozumel is a picturesque, family-friendly resort. With its exceptional, all-inclusive accommodations, world-class diving and snorkelling, expansive pools, and superb amenities, the IBEROSTAR Cozumel is the perfect location for a relaxing getaway.

**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 16 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 [iberostar.com](http://www.iberostar.com).

**About The State of Quintana Roo**

Quintana Roo, the youngest State in our Nation has rapidly positioned itself as the top tourism destination not only in Mexico but abroad. Its cultural richness and natural resources along with the ancient Maya roots sparkled by the pristine Caribbean and exquisite hospitality became key ingredients in developing world-class Cancun and Riviera Maya and legendary Cozumel!

For more information, please visit [www.cozumel.travel](http://www.cozumel.travel) and [www.caribemexicano.travel](http://www.caribemexicano.travel).

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