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**DALLAS COWBOYS FOOTBALL CLUB DELIGHTS GUESTS AT THE IBEROSTAR PLAYA PARAÍSO GOLF AND SPA COMPLEX WITH THE “ULTIMATE FAN EXPERIENCE”**

***Current and Former Dallas Cowboys Players and Cheerleaders Host Special Football and Dance Clinics for Young Guests***

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*Dallas Cowboys Players and Cheerleaders, along with Mini Clinic Participants at the IBEROSTAR Playa Paraíso Resort & Spa*

**Palma de Mallorca, Spain (August 8, 2013) –** In continuation of the year-long promotional partnership with the Dallas Cowboys Football Club, guests of the family-friendly IBEROSTAR Playa Paraíso Golf and Spa Complex in Riviera Maya, Mexico were treated to a visit by the Dallas Cowboys Cheerleaders, along with current Dallas Cowboys player Devin Smith and former players George Teague and Tony Casillas. From July 7 – 11, 2013, over 100 youngsters participated in the “ultimate fan experience” with special cheerleading and football mini clinics lead by members of “America’s Team.”

Budding cheerleaders enjoyed a Mini Cheerleader Camp where they learned cheers and dance routines from the iconic Dallas Cowboys Cheerleaders. Meanwhile, aspiring football stars met Dallas Cowboys players to learn drills, tips, techniques and plays directly from the team’s playbook. The fun-filled week of activities culminated with first ever Super Star Super Bowl were the mini football players put their skills to the test during an exciting football game. A special halftime routine was performed by the mini cheerleaders, who were accompanied by the Dallas Cowboys Cheerleaders during their presentation. Guests of all ages were also able to take pictures with the players at an autograph signing.

Earlier in the year, the Dallas Cowboys Cheerleaders visited the IBEROSTAR Cozumel in Cozumel, Mexico for an on-location photo shoot for the 2014 Dallas Cowboys Cheerleaders Calendar and appeared in a stylish swimwear fashion show for hotel guests. For the last two years, the cheerleaders have shot their coveted calendar on the tropical grounds and pristine beaches of IBEROSTAR resorts.

Guests wanting to enjoy a family vacation to the IBEROSTAR Playa Paraíso Golf and Spa Complex, or to one of IBEROSTAR’s many other family-friendly, all-inclusive resorts in Mexico and the Caribbean, can additionally take advantage of the new “kids stay free” promotion. Available at select properties from now through December 23, 2013, families can enjoy a free stay for up to two children (varies by property). Blackout dates apply. Please check [iberostar.com](http://www.iberostar.com) for further details.

**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).

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