



El Cid Resorts Honors Earth Hour 2011

A Mayan spiritual ceremony and oceanfront fireworks highlighted El Cid Resorts recognition of Earth Hour 2011 at locations across Mexico. In keeping with its commitment to environmental protection and sustainability, El Cid Resorts participated for the third consecutive year in the World Wildlife Fund's Earth Hour by shutting off all non-essential lighting, equipment and machinery for a full hour.



At the Hotel El Cid Marina Beach & Spa Resort in Riviera Maya, guests were treated to a candlelit walk that led to a spiritual Mayan ceremony followed by an oceanfront fire show with drums where guests were encouraged to toast the movement with a special cocktail. El Cid Marina Beach, in Mazatlan, took Earth Hour beyond the hour, by teaching children tips for climate care while El Cid Castilla Beach provided guests with a live stage performance honoring Earth Hour.

“El Cid Resorts is committed to being environmentally responsible and Earth Hour is a renowned global event that ties in with our sustainable business practices and environmental programs,” said Carlos Berdegue Sacristan, Chairman and CEO. This year, all six El Cid Resorts throughout Mexico celebrated this eco-friendly event by joining in with its hotel guests in numerous activities throughout the day that commemorated Planet Earth. During this short time, approximately, 1,968 kilowatts of electricity were saved.



El Cid further demonstrated its commitment to the global pursuit of environment change by informing guests and staff of numerous energy-saving tips throughout the week. For further information on Earth Hour visit www.EarthHour.org.

About El Cid Resorts

El Cid Resorts is a collection of locally owned Mexican resorts offering a signature brand of hospitality thoroughly immersed in tradition. Providing truly authentic experiences with something for everyone, the resorts are located in three coastal destinations - Mazatlan, Riviera Maya/Cancun and Cozumel.

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