

From: [REDACTED]

Sent: Wednesday, October 25, 2023 9:30 AM

To: [REDACTED]

Cc: [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

Subject: FARA Filing: Aruba is Giving Away The Ultimate Souvenir - a Free TATTOO

Hi [REDACTED]

Hope you're doing well! Sharing through a pitch for FARA filing. This was sent to [REDACTED] journalists. Please find the pitch below and the press release that was distributed along with it [HERE](#)

All the best,

[REDACTED]

+++

Hi [REDACTED],

Today, Aruba announced the introduction of the "Tattoovenir," the first-ever souvenir that truly stays with you.

The One happy island is offering visitors the chance to get a free Aruba-themed tattoo from a local artist, as a permanent reminder of their time on the island and the uplifting feeling they experienced long after they returned home.

Eligible visitors can learn more and register to receive a free Aruba-themed tattoo during their trip

from a participating local Aruban tattoo shop by visiting aruba.com/tattoovenirs and claiming a voucher (while supplies last).

Sharing the press release [HERE](#) for reference and high-res images [HERE](#).

Are you interested in sharing this news with your readers? Let me know if you have any questions!

Best,



+++

Open to legal residents of the 50 U.S./DC & Canada (excl QB) who are 18 years of age & the age of majority in their jurisdiction of residence or older at the time of submission and have a trip planned to Aruba by June 30, 2024. Begins 12:00am ET on October 25, 2023; ends 11:59pm ET on December 15, 2023 or while supplies last, whichever occurs first. For complete Terms and Conditions: www.aruba.com/us/tattoovenirs/rules.

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.





Aruba Invites Travelers to Take Home a Permanent Reminder of their Time on Island - Introducing the Tattoovenir

Tans fade and t-shirts shrink, but the feeling travelers get from the One happy island lasts long after the trip, so Aruba is giving away a souvenir that permanently reminds them of that sunny state of mind

ORANJESTAD, Aruba, October 25, 2023 – Today, the Aruba Tourism Authority (A.T.A.) announced the introduction of the “Tattoovenir,” the first-ever souvenir that truly stays with you. The One happy island is offering visitors the chance to get a free Aruba-themed tattoo from a local artist, as a permanent reminder of the One happy island.

“When our visitors leave, they take some of the island's abundant happiness with them,” said Ronella Croes, CEO of the Aruba Tourism Authority. “What better way to celebrate this lasting feeling than to give away permanent souvenirs from our talented local tattoo artists. Because Aruba stays with you, long after you leave.”

Starting today, eligible visitors can register for the opportunity to receive a free Aruba-themed tattoo during their trip from one of the five participating local Aruban tattoo shops by visiting aruba.com/tattoovenirs and claiming a Tattoovenir voucher while supplies last. Pending verification of their eligibility, participants can redeem their Tattoovenir at the participating shop of their choice between January 1, 2024 through June 30, 2024.

Participating Tattoo Shops Include:

- [Black Sheep Body Arts](#)
Located ideally in the heart of Oranjestad, Black Sheep Body Arts features a team of award winning tattoo artists that specialize in custom, fine line, bright color, and black and grey realism tattoos
- [Cadushi Ink Tattoos](#)
A trend setter in the Aruban tattoo industry, the eclectic Cadushi Ink Tattoo shop has years of experience perfecting a variety of styles from minimalistic to to neotraditional, geometric, realistic, and freestyle.
- [Inkspiration Tattoo Studio](#)
Operating just off the shoreline in Palm Beach, Inkspiration tattoo is home to a team of versatile artists with experience working with fineline, black & grey, color and custom tattoos.
- [Aruba Tattoo/Aruba Tattoo and Piercing](#)
Just minutes from Eagle Beach, Aruba Tattoo and Piercing features a dedicated team of artists that are constantly studying new techniques to evolve their work and perfect their craft, with a specialty in realism composition tattoos in black and grey.
- [Art 4 Life Tattoo](#)
At Art 4 Life Tattoo, conveniently situated amongst the high rise hotels of Plam Beach, visitors will find a staff of skilled tattoo artists who pride theselves on crafting one-of-a-kind personalized tattoos and creating unforgettable experiences.

To learn more about the Aruba Effect and all that the One happy island has to offer, visit [Aruba.com](https://www.aruba.com) and follow us on social @ArubaTourism. The Aruba Tourism Authority encourages visitors to show how Aruba has stayed with them by sharing their Aruba-inspired ink on social media and using the hashtag #Tattoovenir.

About Aruba:

As one of the most revisited Caribbean destinations, Aruba – One happy island – offers breathtaking beaches, diverse culinary delights, a sprawling and unforgettable Arikok National Park, and award-winning hotels and villas. A leader in innovation, the country was awarded a top spot on Lonely Planet's Best in Travel 2020 list due to their ambitious sustainability efforts. In today's ever-changing world, Aruba's 'Health and Happiness Code' safety protocols provide peace of mind, while still delivering a relaxing on-island experience. Located outside the hurricane belt, explore all Aruba has to offer, from romantic beach getaways, unique wellness experiences and more, on [Aruba.com](https://www.aruba.com).

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.

Rules and Regulations

Open to legal residents of the 50 U.S./DC & Canada (excl QB) who are 18 years of age & the age of majority in their jurisdiction of residence or older at the time of submission and have a trip planned to Aruba by June 30, 2024. Begins 12:00am ET on October 25, 2023; ends 11:59pm ET on December 15, 2023 or while supplies last, whichever occurs first. For complete Terms and Conditions: www.aruba.com/us/tattoovenirs/rules.

Contact:

Zeno Group
arubapress@zenogroup.com