

**From:** [REDACTED]  
**To:** [REDACTED]  
**Subject:** RE: ZENO Aruba Info Materials Tuesday,  
**Date:** December 19, 2023 2:04:48 PM

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Thanks for looping me in, [REDACTED]!

[REDACTED], please find below, an interview pitch that was distributed on November 17 to 50 journalists. Let me know if you have any questions or need anything else.

All the best,

[REDACTED]

## **TATTOO TOURISM: GETTING INKED ON VACATION MAKES FOR A MORE MEMORABLE AND PERMANENT SOUVENIR**

### **Aruba is Taking Advantage of the Trend, Offering Free Tattoos from Local Artists**

Zoom, Satellite, Skype and Radio Interviews Available with:  
**Yessy Rivera, Artist**  
Friday, December 8, 2023 from 7:00 am to 1:00 pm ET

Forget t-shirts and cheap tchotchkes, many travelers are looking for a more meaningful souvenir. For a permanent keepsake, some adventurous tourists bring home an indelible reminder of their trip. For them, getting inked is the best way to commemorate a vacation.

Aruba is the first country to capitalize on the trend with the "Tattoovenir", offering visitors the chance to get a free Aruba-themed tattoo from a local artist, at select tattoo shops, as a permanent reminder of their time on the island and the uplifting feeling they experienced long after they returned home.

. Tourists can take inspiration from Aruba's beaches, vibrant Caribbean culture and Arikok National Park.

On Friday, December 8, Artist Yessy Rivera is available to discuss tattoo tourism and how Aruba is taking unique advantage of this trend.

#### **Suggested Questions:**

- Why do you think tattoo tourism has become so popular?
- How can tourists get a free tattoo if they travel to Aruba?
- Why is getting a tattoovenir so popular in Aruba?
- How does the tattoovenir support The Aruba Effect?
- What types of tattoos are popular for travelers getting inked on vacation?

Who are the participating tattoo shops?

- Where can we go to learn more?

**Yessy Rivera** is a first-generation Puerto Rican artist based in NYC. A self-proclaimed “professional extrovert,” she believes in the power of storytelling. Her passions include creative expression, interpersonal connection, personal growth, travel and sustainability. Her mission is to amplify marginalized voices through her creative works and create space for inclusive and collaborative environments in media.

*This material is distributed by 4 media group 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 US/DC and Canada (excl Quebec) (“Eligibility Area”) who are 18 years of age & the age of majority in their jurisdiction of residence or older at the time of submission and are traveling 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. Void outside the Eligibility Area and where prohibited. For Terms and Conditions, visit [www.aruba.com/us/tattoovenirs/rules](http://www.aruba.com/us/tattoovenirs/rules).  
Sponsor: Aruba Tourism Authority

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, December 19, 2023 10:00 AM **To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: ZENO Aruba Info Materials

Good morning,

This has been filed.

Thank you,

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Monday, December 18, 2023 3:52 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: ZENO Aruba Info Materials

Hi [REDACTED],

Thanks so much for checking in. Attached you'll find Creator content that went live in November that are outstanding submissions. Let me know if you need anything here to get this filed.

In January, I'll also send you the December creator submission for filing as there is one post that will go live this week.

My colleague, [REDACTED] cc'd, will send you one outstanding pitch separately that went out earlier this year. Otherwise, we should be all set here for Aruba.

Thank you!

[REDACTED]

[REDACTED] [REDACTED]

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**From:** [REDACTED]  
**Sent:** Monday, December 18, 2023 4:14 PM  
**To:** [REDACTED]  
**Subject:** ZENO Aruba Info Materials

[REDACTED],

Dru is out today, but she wanted me to check in to see if you had the information materials to be filed with FARA.

Thank you,

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

DJE  
HOLDINGS