

**From:** [REDACTED]  
**To:** [REDACTED] [x](#)  
**Cc:** [REDACTED]  
**Subject:** FW: PRESS TRIP INVITE | Rejuvenation Through Water in Aruba | 3/19 – 3/23  
**Date:** Thursday, February 29, 2024 10:48:08 PM  
**Attachments:** [image001.png](#)

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Hi [REDACTED]

Sharing our World Water Day press trip pitch below. This was sent out to 5 media contacts on 2/22/24. Please let me know if you need anything else.

Thanks,  
[REDACTED]

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**From:** [REDACTED]  
**Sent:** Thursday, February 22, 2024 9:20 AM  
**To:** [REDACTED]  
**Subject:** PRESS TRIP INVITE | Rejuvenation Through Water in Aruba | 3/19 – 3/23

Hi [REDACTED],

Reaching out to invite you on an individual press trip to the One Happy Island of Aruba to celebrate International Day of Happiness (3/20) and World Water Day (3/22). Discover the benefits of rejuvenation through Aruba's water – beaches known for its turquoise, crystal-clear waters and "Paradise on Tap," the island's potable and delicious tap water.

- **WHERE YOU'LL STAY:** [Hyatt Regency Aruba Resort Spa and Casino](#)
- **DATES:** Tuesday, March 19 – Saturday, March 23
- **ITINERARY:** We are currently finalizing the itinerary, sharing an overview of potential activities:
  - Restorative and water-inspired spa treatment
  - Snorkel and sail experience
  - Visit to the natural pool via Arikok National Park tour
  - Floating meditation or yoga session in the ocean

**Are you able to join us? Let us know by Friday, March 1** so we can send a travel form to reserve your spot and begin booking.

Looking forward to hearing your thoughts!

Best,  
[REDACTED]

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

**Sherwin Francies** | SAE, Consumer | he/him/his | +1-206-201-9684



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