

From: [REDACTED]
Subject: FW: Former Olympian Shaun White to Host Relaxathon Competition in Aruba
Date: Monday, April 29, 2024 10:28:47 AM
Attachments: [image001.png](#)
[Relaxathon Press Release FINAL.docx.pdf](#)

Hi [REDACTED],

Wanted to share the team's latest Relaxathon pitch for Aruba. This pitch was sent out today, 4/29 to 458 journalists.

Additionally, see attached for our Relaxathon press release that crossed the wire this morning.

Let us know if you have any questions!

Thanks,
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Monday, April 29, 2024 10:20 AM
To: [REDACTED]
Subject: Former Olympian Shaun White to Host Relaxathon Competition in Aruba

Hi [REDACTED],

Today, Aruba announced that the island is teaming up with 5-time Olympian Shaun White to host a new kind of summer games, the [Relaxathon](#) - and one lucky traveler will win a trip for two to the One happy island to participate.

On June 13, Shaun White will host the Caribbean's first-ever relaxation competition, where relaxers will compete on the sunny shores of Aruba for the title of "World's Greatest Relaxer" with epic prizes on the line.

Today through May 10th, Relaxathon hopefuls can visit [Aruba.com/relaxathon](#) to enter for a chance to win a 4-night, 5-day trip for two to Aruba to join the competition - all they need to do is tell us why they need to relax.

Everything you need to know about the Relaxathon below:

- **THE COMPETITION:** On 6/13, 100 relaxers from around the world will go head-to-head in a 60-minute relaxation competition, verified by science.
- **HOW TO PARTICIPATE:** One lucky contest winner will embark on a free trip for two to join the competition and guests already on-island will have a chance to participate as well.

- **THE PRIZES:** In addition to the title of “World's Greatest Relaxer,” competitors get the chance at gold, silver and bronze prize packages.
- **ASSETS:** Sharing hi-res images [HERE](#) and the press release [HERE](#) - also resharing the trip contest landing page [HERE](#)!

Would you consider sharing this news with your readers?

Thanks for your consideration!



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Open only to legal residents of the 50 US/DC or Canada (excl. QC) that are 18+ with a valid passport that does not expire before 12/15/24. Void in QC & where prohibited by law. Enter Contest before 11:59 pm ET 5/10/24. Subject to full Official Rules, including prize, judging criteria, and all details, www.aruba.com/us/relaxathon. Sponsor: Aruba Tourism Authority, L.G. Smith Boulevard 8, P.O. Box 1019, Oranjestad, Aruba.

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Aruba and Olympian Shaun White to Host a New Kind of Summer Games: Presenting the “Relaxathon,” the Caribbean's First Relaxation Competition

The One happy island is inviting travelers to compete for the title of world's greatest relaxer, giving one hopeful participant a free trip to go for the gold.

ORANJESTAD, Aruba, April 29, 2024 - While some of the world's greatest athletes prepare to head to Paris, Aruba is gearing up for its own summer games - the Relaxathon. That's right, the Aruba Tourism Authority (ATA) is joining forces with professional snowboarder, skateboarder, and five-time Olympian Shaun White to host a first-of-its-kind Caribbean relaxation competition. Participants from all corners of the globe will come together on the island's sunny shores and have their ability to relax put to the test for a chance to be named the world's best relaxer.

Hosted on the shores of one of Aruba's legendary beaches on June 13, 2024, the Relaxathon is a one-hour relaxation competition in which participants will compete to win on-island experiences by proving they are the most chill person on the beach, verified by science.

Starting today through May 10, 2024, ATA invites travelers to enter a contest by visiting www.aruba.com/us/relaxathon and sharing why they need to relax. One lucky Relaxathon hopeful will win a 5-day, 4-night trip for two to Aruba where they will have the opportunity to participate in the competition.

“I was born and raised near the beach in California. But starting at an early age, I was always on the move with work and never got to kick my feet up and relax there,” said Shaun White, five-time Olympian and three-time Olympic gold medalist. “But now I'm ready to hit the sands of Aruba to host the Relaxathon, a competition like nothing I've ever seen.”

As if the title of the world's greatest relaxer wasn't enough, the top three competitors at the Relaxathon will receive epic gold, silver and bronze prize packages.

- The **gold medal** winner will go home with “**The Ultimate Aruba Vacation**” inclusive of two round-trip flights to Aruba, a four-night stay at a luxurious hotel, dinner for two at one of the island's top restaurants and relaxing massage for two.
- The **silver medal** winner will take home “**The Ultimate Aruba Weekend**” including a three-night stay at a luxurious hotel, dinner for two at one of Aruba's top restaurants and rejuvenating spa treatments for two.
- While the **bronze medal** winner will receive “**The Ultimate Rejuvenation Package**,” featuring a private sunset cruise, private tour of Arikok National Park and relaxing massages for two, to be redeemed during the remainder of their stay.

“When our visitors leave the island, the feeling of rejuvenation they experienced during their trip follows them home – we call it The Aruba Effect. The Relaxathon is a unique way of putting this special part of our culture on display,” said Ronella Croes, CEO of the Aruba Tourism Authority. “With five-time Olympian Shaun White as our host, and participants from around the world gathering on our shores, we are primed to find the world's greatest relaxer, and it's sure to be a close race.”

Ready to get in on the relaxation? To learn more and enter for a chance to win a spot at the Relaxathon, visit www.aruba.com/us/relaxathon

To learn more about The Aruba Effect and all the One happy island has to offer, please visit [Aruba.com](https://www.aruba.com) to and follow us on social [@ArubaTourism](https://twitter.com/ArubaTourism).

About Aruba

As one of the most revisited Caribbean destinations, Aruba is home to world-class beaches, a diverse culinary scene, top-rated rejuvenating wellness experiences, and award-winning hotels and villas. Better known as the One happy island, Aruba's consistently sunny weather and welcoming hospitality are only part of what makes the island so special. The island leaves travelers with an overwhelming sense of happiness, sending them off with a glow that never fades – we call it the [Aruba Effect](#). Want to discover more? Visit [Aruba.com](https://www.aruba.com) and follow along on social [@arubatourism](https://twitter.com/arubatourism) on [Instagram](#), [Facebook](#) and [X](#).

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