

For Immediate Release:

Green Living Project™ Partners With Mexico Tourism Board

Strategic partnership focused on documenting sustainable tourism in Mexico and showcasing at COP16; Additional partners include Rainforest Alliance, Conservation International

Los Angeles, CA (October 19, 2010) – Green Living Project™, the leading media production and distribution company showcasing global sustainability-related initiatives, has announced their newest production expedition, this time to Mexico (October 15 – 29). Green Living Project has partnered with Mexico Tourism Board and others to document 6 leading examples of sustainable tourism in the Southeast Mexico. These tourism-related initiatives will be showcased at the upcoming United Nations Climate Change Conference (COP16; www.cc2010.mx) held in Cancun, Mexico November 29 – December 10.

In partnership with Mexico Tourism Board, Rainforest Alliance, Conservation International, and Sustainable Travel International, Green Living Project™ (GLP) has identified 6 leading examples of sustainable tourism in the Southeast region of Mexico. These examples represent a diverse mix of important standards and best practices around sustainable tourism (e.g. community-based tourism, eco-lodges/resorts, geo-tourism, climate change, organic food). Selections were made based on partner verification, along with utilizing the Global Sustainable Tourism Criteria (GSTC), a set of principles providing a framework for the sustainability of tourism businesses around the globe.

The Southeast region of Mexico was selected due to its exemplary examples of sustainable tourism, diverse geography, adventure travel opportunities, unique Mayan heritage, community-based tourism, and leading eco-lodges/resorts embracing sustainable tourism practices. Featured projects include:

- Pueblos Mancomunados (Oaxaca)
- Finca Argovia Coffee Plantation (Chiapas)
- Fairmont Mayakoba (Quintana Roo)
- Huatulco (Oaxaca)
- Hacienda Chichen Resort (Yucatan)
- Community Tours Sian Ka'an (Quintana Roo)

“We need to show that Mexico is “walking the walk”, and that we have some great success stories from all different sectors in the tourism industry, from community-based initiatives to destinations to mainstream hotel companies,” said Antonio del Rosal, Marketing Coordinator, Mexico Tourism Board. “In addition to technical and visual excellence, GLP knows how to approach a project and how to ask the right questions that help reveal the impact each project or destination is having on it’s triple bottom line. We also look forward to working with GLP to showcase these sustainable tourism projects at COP16 in Cancun, and jointly-collaborate on other sustainability-oriented marketing opportunities in the near future.”

“Rainforest Alliance is working to help tourism-related businesses conserve the environment and contribute to local livelihoods through training, verification and technical services,” said Denia del Valle, Sustainable Tourism Program Manager for Mesoamerica, Rainforest Alliance. “Green Living Project does an excellent job of revealing the behind-the-scenes efforts of each sustainability story and bringing the colors and flavors of the destination to life. By working with GLP, we want to provide the general public, government officials, and other key stakeholders with information on the work we are doing with tourism businesses committed to sustainable tourism principles in Mexico.”

“This is an exciting opportunity to work with Mexico Tourism Board and these leading organizations committed to sustainable tourism,” said Rob Holmes, Founder and President of Green Living Project™. “We look forward to documenting these cutting-edge projects within the beautiful and fascinating Southeast region of Mexico. Showcasing these projects and destinations at the UN Climate Change Conference this fall will be an excellent way for everyone involved to support, promote, and celebrate the importance and benefits of sustainable tourism in relation to tourism and climate change.”

Expedition partners include Mexico Tourism Board, Aeromexico, local tour operators, and sponsors such as The North Face, Patagonia, Timex, Osprey Packs, Native Eyewear, SPOT, Chaco, and Hoodman USA. To follow the Expedition, please visit www.greenlivingproject.com, along with social media sites, Facebook (www.facebook.com/greenlivingproject) and Twitter (www.twitter.com/GreenLivingPrjt).

About Green Living Project™

Green Living Project™ (GLP) is the leading media production and distribution company showcasing global sustainability-related initiatives, including tourism, wildlife, education, community development, and food. Through various multi-media production and distribution techniques, GLP documents cutting-edge sustainability initiatives and best practices to educate and inspire consumers to organizations on the importance and benefits of sustainability-based practices. GLP then markets this exclusive content through various strategic outlets (events, television, schools, online). Key partners include Mexico Tourism, African Wildlife Foundation, Earthwatch Institute, Rainforest Alliance, R.E.I., L.L.Bean, Green Festival, The North Face, and Patagonia. Green Living Project™ is a privately held company located outside of Los Angeles, California. For more information, please visit www.greenlivingproject.com.

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