



Posadas participates in Earth Hour

- ❖ *This global act of symbolism invites millions of people around the world every year to turn off lights and electrical devices for 60 minutes*

México, D.F., April 9th, 2015.- The Live Aqua, Grand Fiesta Americana, Fiesta Americana, Fiesta Inn, One and Gamma hotels located throughout Mexico took part in Earth Hour on Saturday March 28th, switching off lights in a number of areas from 8:30 to 9:30pm, creating the perfect opportunity to invite their guests to congregate under the stars in open-air spaces such as swimming pools.

Earth Hour is an annual event that consists of a voluntary blackout over the course of sixty minutes and is promoted by the World Wide Fund for Nature (WWF) in order to raise awareness among society of the need to adopt measures to arrest climate change.

This year, Posadas' hotel chains accepted the WWF's invitation for hotels to take part in Earth Hour by switching off non-essential lights and dimming those in public spaces and outside, as well as organizing an event for their guests to enjoy an hour in the dark.

At Live Aqua Cancún, for example, at 8:30pm on the dot, the lights in the glass cube on the roof and those in the room balconies, gardens, swimming pools, main corridors and the lobby structure were switched off, while those in the lobby, *Aka* bar and *Siete* restaurant were dimmed. Meanwhile, guests were invited to the main pool to enjoy a show starring 4 aqua-colored butterflies accompanied by harp music.

The Fiesta Americana Grand Coral Beach Cancún Resort & Spa dimmed the lights in its outdoor areas as well as in the reception and the suites of those guests who gave their permission. Meanwhile, the candle-lit lobby provided the perfect backdrop for a group photo.

Posadas is proud to have been part of this movement which brings together more than 7,000 cities around the world, reaffirming its commitment to offering its clients limitless sensory experiences while taking part in social awareness programs that benefit the planet.

About Posadas

Posadas is the largest and most important hotel operator in Mexico, with 130 hotels and more than 21,000 rooms in beach and city destinations located throughout the country. Thanks to the positioning of its Live Aqua, Grand Fiesta American, Fiesta Americana, Fiesta Inn, Gamma, One and The Explorean by Fiesta Americana brands, Posadas is an internationally-recognized Mexican company.



Its leadership has been acknowledged by several organizations and publications, such as the International Association of Hotels & Restaurants, which ranks Posadas among the top 70 hotel operators in the world. Posadas has been listed on the Mexican Stock Exchange (BMV) since 1992. For further information, please visit: www.posadas.com

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