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FOR IMMEDIATE RELEASE

## **Years of successful hospitality marketing on Mexico's Pacific coast spur the launch of a new travel marketing enterprise in Los Cabos, Mexico**

LOS CABOS, Mexico (July 1, 2007) — Sergio Igartua, former Director/Baja and a founding partner of Mexican Pacific Marketing (MPM), a Manzanillo-based hospitality marketing and PR agency with offices on Mexico's central-Pacific coast and the southern Baja peninsula, announces the launch of Grupo Igartua, a new enterprise specializing in sales and marketing through print and online media for the hospitality and tourism industry.

Targeting Baja California's elite travel, charter and water enthusiasts, Sergio brings his professional and multi-cultural experience from three International regions—the US Pacific Northwest, Costa Rica and Mexico—to the suite of services Grupo Igartua will offer in the field of travel marketing. These include consulting, advertising, publishing, high-impact photography and resort marketing for the peninsula's luxury travel market.

Grupo Igartua will also offer print and online advertising space in the Mexican Pacific Eco-Adventure Guide (Baja Sur Edition), as MPM's media sales agent for the Los Cabos area.

### **About Sergio Igartua**

**CREATIVE, MULTICULTURAL EXPERTISE & RESORT MARKETING KNOW-HOW.** Sergio began his career in Portland, Oregon, in 1991 as a freelance creative and quickly built a roster of clients and repeat business. In 1997, he brought his bilingual art direction abilities to a position at an international advertising and PR firm in San Jose, Costa Rica. He moved to the Mexican Pacific coast in 1999 and used his bi-cultural experience to found *Diseño Internacional MX*, a design office with national clients and a pool of international creative resources in Costa Rica and Oregon. In addition to providing Spanish-language and Hispanic marketing services to associate *Diseño Internacional (US)* in Portland, he created successful political campaigns for several state and local politicians, including a successful gubernatorial candidate in the state of Colima. In 2003 he was a founding partner of Mexican Pacific Marketing, a firm that provides turnkey website, media, graphic design and public relations solutions to the Mexican tourism sector. The firm's travel website *MexicanPacific.com* was awarded the 2004 "La Lente de Plata" prize by the Mexican Tourism Board (SECTUR) for best promotional tourism website.

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Media Contact:

Marty Olver, Grupo Igartua

Press@Grupolgartua.com

US (503) 243 1486, (971) 223 0578