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**PUERTO VALLARTA LAUNCHES “12 DAYS OF WINTER” CAMPAIGN AS A CELEBRATION OF THE START OF THE HOLIDAY SEASON AND MANY FESTIVITIES**







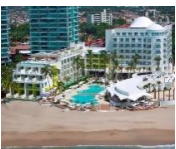

*Chances to win daily prizes from December 1<sup>st</sup> – 12<sup>th</sup> including a 12-day all expenses paid vacation in Puerto Vallarta*

**NOVEMBER 6, 2015 – PUERTO VALLARTA** – The start of winter in Puerto Vallarta is cause for celebration as December marks the beginning of the whale watching season, traditional pilgrimages in honor of the Virgin of Guadalupe, free daily guided Artwalks in historic downtown, culinary treats all around town, the International Pro Am golf tournament, the release of baby sea turtles, perfect weather with temperatures in the low 80’s and a calendar full of holiday festivities and free activities.

The Puerto Vallarta Tourism Board is inviting everyone to join in the celebration with the launch of a mega “12 DAYS OF WINTER” promotion and participate for a chance to win daily prizes during the first 12 days of December, including artworks, bottles of tequila and raicilla and trip getaways, with the top prize being a 12-day all-expense paid vacation for two in Puerto Vallarta.

To participate register at [visitpuertovallarta.com/12daysofwinter](http://visitpuertovallarta.com/12daysofwinter) and tell the Puerto Vallarta Tourism Board what you would do on a 12-day all-expense paid holiday for two in the destination. All registrants will have a chance to win one of 12 prizes. Drawings will take place every day from December 1<sup>st</sup> to 12<sup>th</sup>. Following are the details of the prizes that will be awarded:

	<p><b>DECEMBER 1<sup>ST</sup>: HUICHOL ART FROM A LOCAL PUERTO VALLARTA ARTIST</b></p> <p>The Huichol people, a local indigenous group native to the state of Jalisco, are known for their colorful and intricate “yarn” paintings and beadworks.</p>	<p>Courtesy of Peyote People   <a href="http://www.peyotepeople.com">www.peyotepeople.com</a></p>
	<p><b>DECEMBER 2<sup>ND</sup>: THREE BOTTLES OF ARTISAN TEQUILAS</b></p> <p>Warm up from the winter’s chill with a smooth tasting Tequila from the state of Jalisco, the birthplace of the world famous Mexican spirit. Puerto Vallarta boasts several Tequila distilleries and haciendas offering guided tours of the agave plantations and distillery process as well as tastings. Many hotels in Puerto Vallarta also offer Tequila tasting with an expert Tequila sommelier.</p>	<p>Courtesy of Hacienda Doña Engracia, Friendly Vallarta Beach Resort &amp; Spa and Boutique Hotel Catedral   <a href="http://www.haciendadonaengracia.com">www.haciendadonaengracia.com</a>  <a href="http://www.friendlyvallarta.com">www.friendlyvallarta.com</a>  <a href="http://www.hotelcatedralvallarta.com">www.hotelcatedralvallarta.com</a></p>
	<p><b>DECEMBER 3<sup>RD</sup>: TWO BOTTLES OF ARTISAN RAICILLA</b></p> <p>Not for the faint at heart, Raicilla, known as the grandfather of tequila, is a stronger and more concentrated version of the popular spirit originating in Puerto Vallarta. This pre-Hispanic drink is made from the wild agave plant unlike Tequila which is obtained from the blue agave.</p>	<p>Courtesy of Balam Raicilla and the River Café   <a href="https://www.facebook.com/Balam-Raicilla-632686400168681/">https://www.facebook.com/Balam-Raicilla-632686400168681/</a>  <a href="http://www.rivercafe.com.mx">www.rivercafe.com.mx</a></p>

	<p><b>DECEMBER 4<sup>th</sup>: LOCAL ART PIECE</b></p> <p>Puerto Vallarta is home to many contemporary artists born and raised in the area as well as from other parts of Mexico and around the world who migrated to the Pacific beach resort. Their creations can be seen along the Malecon and on display in the many galleries around town. Several of the artists have reached international fame.</p>	<p>Courtesy of Colectika art gallery</p> <p><a href="https://www.facebook.com/Colectika-513417092090791/">https://www.facebook.com/Colectika-513417092090791/</a></p>
	<p><b>DECEMBER 5<sup>th</sup>: THREE-NIGHT CULINARY GETAWAY TO PUERTO VALLARTA</b></p> <p>Three-day stay for two in Puerto Vallarta for two including cooking classes, a taco tour and 3-nights at Villa Mercedes, a petit hotel for adults only, located in the heart of Zona Romantica steps from Los Muertos Beach.</p>	<p>Courtesy of Hotel Villa Mercedes, River Café, and Vallarta Food Tours</p> <p><a href="http://www.hotelvillamercedes.com">www.hotelvillamercedes.com</a>  <a href="http://www.rivercafe.com">www.rivercafe.com</a>  <a href="http://www.puertovallartafoodtours.com">www.puertovallartafoodtours.com</a></p>
	<p><b>DECEMBER 6<sup>th</sup>: THREE-NIGHT PRIVATE BEACH FRONT GETAWAY TO PUERTO VALLARTA</b></p> <p>Three days/nights for two at the Sapphire Beach Club to soak up the Vallarta sun and enjoy a slew of outdoor activities, top notch cuisine and exciting nightlife.</p>	<p>Courtesy of Sapphire Beach Club</p> <p><a href="http://www.sapphire.mx">www.sapphire.mx</a></p>
	<p><b>DECEMBER 7<sup>th</sup>: THREE-NIGHT GETAWAY AT THE WESTIN RESORT &amp; SPA PUERTO VALLARTA</b></p> <p>A three-day/night getaway for two at the beachfront Westin Resort &amp; Spa in Puerto Vallarta which features several pools, a fitness studio, spa, world class dining, a tequila bar and juicery.</p>	<p>Courtesy of the Westin Resort &amp; Spa Puerto Vallarta</p> <p><a href="http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1090&amp;language=en_US">http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1090&amp;language=en_US</a></p>
	<p><b>DECEMBER 8<sup>TH</sup>: THREE-NIGHT VIP GETAWAY AT THE VILLA PREMIERE HOTEL &amp; SPA</b></p> <p>Enjoy VIP treatment and travel like a celebrity at the Villa Premiere, a favorite hotel among fashionistas and famous entertainers such Zendaya. The beachfront Villa Premiere offers ocean-facing suites, swimming pools, 3 restaurants, 2 bars, a spa and hair salon, and a myriad of activities and services such as daily yoga classes on the beach.</p>	<p>Courtesy of Villa Premiere Hotel &amp; Spa</p> <p><a href="http://www.premiereonline.com.mx">www.premiereonline.com.mx</a></p>
	<p><b>DECEMBER 9<sup>TH</sup>: THREE-NIGHT GETAWAY AT THE COSTA SUR RESORT</b></p> <p>Getaway for two at the Costa Sur Resort, known for its romantic setting, including 3 relaxing days and nights along Puerto Vallarta's South Shore.</p>	<p>Courtesy of Costa Sur Resort</p> <p><a href="http://www.costasurpuertovallarta.com">www.costasurpuertovallarta.com</a></p>
	<p><b>DECEMBER 10<sup>TH</sup>: THREE-NIGHT GETAWAY AT THE HILTON PUERTO VALLARTA RESORT</b></p> <p>Three days/nights for two at the ultra-modern all inclusive Hilton Resort, recipient of the 2015 TripAdvisor Certificate of Excellence Award.</p>	<p>Courtesy of Hilton Puerto Vallarta Resort</p> <p><a href="http://www3.hilton.com/en/hotels/jalisco/hilton-puerto-vallarta-resort-PVRPVHF/index.html">http://www3.hilton.com/en/hotels/jalisco/hilton-puerto-vallarta-resort-PVRPVHF/index.html</a></p>
	<p><b>DECEMBER 11<sup>TH</sup>: THREE-NIGHT FAMILY GETAWAY AT PLAYA LOS ARCOS HOTEL BEACH RESORT &amp; SPA</b></p> <p>Fun filled mini vacation for a family of four with three nights/days at the Playa los Arcos Hotel Beach Resort &amp; Spa featuring swimming pools, volleyball court, nightly entertainment and five restaurants and bars.</p>	<p>Courtesy of Playa Los Arcos Hotel Beach Resort &amp; Spa</p> <p><a href="http://www.playalosarcos.com">www.playalosarcos.com</a></p>



**DECEMBER 12<sup>TH</sup>: GRAND PRIZE: TWELVE-NIGHT  
VACATION IN PUERTO VALLARTA**

Twelve fabulous days and nights in Puerto Vallarta for two with stays at three hotels located in different parts of the city offering distinctive service, atmosphere, activities and attractions making for an outstanding vacation experience.

Courtesy of Casa Iguana All Suites  
Hotel Mismaloya, Catedral Hotel  
and Casa Velas

[www.casaiguana.com.mx](http://www.casaiguana.com.mx)  
[www.hotelcatedralvallarta.com](http://www.hotelcatedralvallarta.com)  
[www.hotelcasavelas.com](http://www.hotelcasavelas.com)

Winners of the getaway prizes to be awarded between December 5<sup>th</sup> through 12<sup>th</sup> will also receive a choice of 2 activities in Puerto Vallarta courtesy of Vallarta Adventures ([www.vallarta-adventures.com](http://www.vallarta-adventures.com)), Dolphin Discovery ([www.dolphindiscovery.com/vallarta](http://www.dolphindiscovery.com/vallarta)), and the Vallarta Botanical Gardens ([www.vbgardens.org](http://www.vbgardens.org)).

More information about Puerto Vallarta is available at [www.visitpuertovallarta.com](http://www.visitpuertovallarta.com)