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## **New Dates for Second Annual Whale Shark Festival in Isla Mujeres, Mexico**

### **Five-Day Festival Starts July 15, 2009**

**ISLA MUJERES, MEXICO – May 21, 2009** – Ceviche Tours and the Department of Tourism of Isla Mujeres, Mexico, have announced new dates for the Second Annual Whale Shark Festival, which will now be held July 15-19, 2009.

“In light of the recent flu epidemic, we wanted to shift the dates for the Festival to accommodate new travel schedules to ensure the safety of guests to the Whale Shark Festival and to Isla Mujeres,” said Eyder Jahil Hoth Pérez, director of tourism for Isla Mujeres. “This season is ideal for ecotourism adventures, especially swimming with whale sharks. This year the Festival promises to be the biggest, most exciting celebration yet. We look forward to welcoming visitors from all over the world.”

The Festival will be a five-day extravaganza that showcases the achievements, the traditions and the environmental splendor of this fishing community while championing the need to preserve a fragile marine ecosystem.

The Department of Tourism recently announced that the whale shark season was extended – opening a full two weeks early. Whale shark season marks the time when these gigantic, majestic fish make their way to this popular vacation spot. For travelers, this means more time to participate in adventurous excursions, including whale shark tours and swimming with the whale sharks.

Whale shark tours are now available now through September 17, 2009, through Ceviche Tours.

“Swimming with whale sharks is an unforgettable experience,” said John Vater, who co-founded Ceviche Tours with his wife, Adriana, and longtime friend and Isla Mujeres native Luis “Cuco” Refugio and his family. “The Whale Shark Festival will be a tremendous opportunity for travelers to participate in ecotourism adventures and to immerse themselves in the culture of this vibrant island community.”

Whale Shark Festival sponsors include Ceviche Tours, Project Domino and the Department of Tourism of Isla Mujeres. Nonprofit partners include environmental leaders ECOCEAN, a renowned marine conservation organization; and Amigos de Isla Contoy A.C., which promotes the conservation of Isla Contoy, nature areas and regional projects of the Yucatan peninsula.

To book travels to Isla Mujeres or for photos and more information, visit [www.whalesharkfest.com](http://www.whalesharkfest.com).

### About Ceviche Tours

Ceviche Tours is a US-based ecotourism travel agency that provides sustainable ecotourism to the indigenous peoples of Isla Mujeres, Mexico. Founded by John and Adriana Vater of Spa Adriana in Huntington Village, NY, with longtime friend and Isla Mujeres native Luis “Cuco” Refugio and his family, Ceviche Tours works with the indigenous islanders of Isla Mujeres to help preserve their culture and maintain the integrity and beauty of the surrounding marine environment. Through education and photo identification efforts, Ceviche Tours joins the worldwide effort to protect and preserve whale sharks. As participants on our whale shark tours, guests are invited to be part of those identification and tracking efforts.

For more information, please contact [www.cevichetours.com](http://www.cevichetours.com).

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