



Ensenada
XXII Ayuntamiento



"Ensenada, Mexico's Wine Capital"
Ensenada, Baja, Mexico, May 18th, 2018

ZIBI SZLUFCHIK
CHALLENGE FAMILY
CHIEF EXECUTIVE OFFICER
TEMER VON SIEMENS ATRASE 27-92224
AMBERG, GERMANY

Dear Zibi

On behalf of Mayor Marco Novelo and the residents of Ensenada, Baja, Mexico, it's a real pleasure to extend this INTENTION LETTER to the Challenge Family Organization, in order to host & celebrate for the first time an international triathlon in Ensenada, for next December 2018 & November 2019, just before the end of the current administration.

In the last months, we have been working very hard with our tourist sector & Challenge Mexico representatives to assemble this endeavour, Ensenada is very famous for its wines, gastronomy and international sports events, such as yacht regattas, off road racing serials, with a great influence in Northwest Mexico & Southwest USA markets. This particular event will give us an opportunity to attract a different profile of visitor to our city, and foster economic development through sports & tourism, therefore our interest to make it happen.

Your staff has presented to us an amazing route for the swimming, cycling & half marathon stages, that will cover spectacular coastal scenery, our superb wine country & the tourist district in downtown, we are looking forward to establish proper arrangements to have a secure route.

This INTENTION LETTER is to confirm our commitment with your organization, and will be reinforced with a formal contract between the city and Challenge Mexico, that will include all logistics, security, environmental, promotional, financial and collaborative aspects of the event.

Thank you for your kind attention, we look forward to a very successful long term relationship and great results on this events.

Best regards

NICO SAAD ANDRES

President of Proturismo de Ensenada

ccp Marco Novelo Osuna, Mayor of Ensenada.
Oscar Escobedo Carignan, Minister of Tourism, Baja California.
Amador Arteaga, Proturismo Ensenada, Executive Director.
Rodolfo Corral Flourie, President Ensenada Marketing and Promotion Committee.



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