



La Zebra
BEACH CANTINA Y CABANAS

FOR IMMEDIATE RELEASE

Guests go “wild on” at La Zebra with sand bikes and kiteboarding lessons

TULUM, Mayan Riviera (Oct. 9, 2007) – Gone are the days when vacationers heading south only wanted to laze on the beach and sip tropical fruit concoctions. Guests at La Zebra who have a need for speed get their adrenaline pumping with the newest onsite adventure activities: cruising the beach on sand bikes and soaring above the sea while kiteboarding.

La Zebra Beach Cantina & Cabanas launched a revamped image earlier this year and has proven to be a winning concept among travelers seeking the authentic flavors of Tulum beach life. Nine renovated “jungle chic” cabanas provide cozy comfort after a full day at the beach. The traditional Mexican cantina and tequila bar offer a laidback, toes-in-the-sand atmosphere with great home-grown beach cuisine.

Guests are invited to take to the sands on La Zebra’s sand bikes, which have extra fat tires and special gearing mechanisms that allow for easier riding in Tulum’s soft, white powder beach that stretches for miles just outside the hotel’s doorstep. “We love the idea of offering a unique mode of transportation that guests can only experience at La Zebra,” explains owner John Kendall. “Not only are the bikes really cool to ride, they are also a serious workout and great fun.” The Extreme Control Kiteboarding school (www.extremecontrol.net) run by Marcos Christofanelli right on La Zebra’s spectacular beach also offers classes and rentals for first time kiters or experienced veterans. The strong trade winds that blow offshore mean kiteboarding is always in season. Courses offered by Extreme Control are approved by the International Kiteboarding Organization (IKO), which promotes recognized training and instructor certification standards around the world.

When the sun sets, evenings heat up with events designed to help visitors mingle and get their shmooze on. Lounge in style on oversized cushions atop La Zebra’s circular hardwood beach deck during Wednesday night “**dinner and a movie under the stars**”, featuring classic or new releases projected onto a new outdoor screen. On Fridays, guests sample the golden elixir of the gods at La Zebra’s **tequila tasting party** before heading to sister property, Mezzanine, to dance the night away at the legendary **Fiesta en la Playa** house music bash. And Sundays, the flavors of the traditional charcoal grill set the stage for La Zebra’s **salsa fiesta and pit roast**.

Visitors seeking other adventures don’t have to look far in Tulum, the gateway to the Mayan kingdom. Not far from La Zebra is Sian Ka’an biosphere, where guided day tours take guests deep into the heart of the jungle. Snorkel and SCUBA lovers venture into the watery depths of cenotes, underground sinkholes formed by water percolating through the soft limestone of the region that were once ceremonial sites for the ancient Mayan people.

And land-lubbers should not miss a journey to one of several nearby archeological sites, the closest being the beachfront ruins of Tulum, known at the “Walled City”. Other ruins worth visiting include Coba, once considered the largest city in the Mayan world, which lies 42 kilometers to the west of Tulum. And Chichen Itza, perhaps the most visited ruin in the Yucatan about 3 hours northwest of Tulum, features more than 30 excavated buildings dating back to the 7th century A.D.

For more on outdoor adventures in and around Tulum at www.lazebratum.com

ABOUT LA ZEBRA

La Zebra Beach Cantina & Cabanas has nine renovated rooms that capture the rustic, jungle chic charm and true energy of Tulum. A Mexican-style cantina dishes up traditional home cooking and an outdoor charcoal grill sets the scene for all-day pit roasts every Sunday. The tequila bar features dozens of spirits and fresh fruit margaritas that are the talk of the town.

For more information and high resolution images please contact:

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