

**MEET THE NEW \$2 MILLION, 40,000 SQ FT CORAL KIDZ CLUB
AT GRAND FIESTA AMERICANA CORAL BEACH**

*Catering Specifically to Generation Z's Unique Needs,
The New Coral KidZ Club is poised to Be Best in Latin America*

CANCUN, MEXICO – June 25th, 2015 – Next month, when the Grand Fiesta Americana Coral Beach Cancun opens the doors to its newest family member, the \$2 million, 40,000 sq ft state-of-the-art ‘Coral KidZ Club,’ it is sure to rival any other children’s program of its kind in Latin America and beyond. Designed by the award-winning team at Launch by Design, the new high tech Coral KidZ Club will ignite and excite the resort’s Generation Z guests with more than 40 indoor and outdoor activities.



Designed for children ages of 3 to 12 or ‘Gen Z-ers,’ the new Coral KidZ Club will turn up the dial on make-believe and take the playground concept to another level. The Club’s use of cutting edge technology is designed to encourage interaction with other children as well with parents. Interior spaces will offer individually designed zones for various age groups and feature customized technology and bespoke hand painted artwork. While the outdoor area will feature remote controlled toy vehicles for multigenerational competitions throughout the resort.

“We wanted to create the best possible kids club, one that breaks the mold in terms of innovation, and technology. It is why we wanted to work with Launch by Design as they have created some of the world’s most impressive children’s programs,” said Alberto Gurrola, Managing Director of Grand Fiesta Americana Coral Beach Cancun “The Coral KidZ Club is extremely high tech yet still embraces the traditional favorites of everyone’s childhood, while offering an unprecedented level of sophistication and diversity all with a strong sense of place.”

Since ‘Gen Z’ only knows a world with instant internet access, innovative technology was integrated into the club’s physical structure to encourage ‘edutainment’ play. Specifically created with them in mind, the club was strategically planned to provide this new generation of savvy independent thinkers infinite opportunities to explore and deploy their creativity and imagination. This 360-degree experience will satisfy their active nature, and reward their curiosity with the latest technology and a new environment around every corner.

“Even though this newest generation of children have a personality all of their own, and are the most technologically proficient ever, it has been found that they still desire and prefer personal interaction. The new Coral KidZ Club is designed to do just that,” said Ann Bada-Crema, Founder & President of Launch by Design. “This state-of-the-art experience will cater to their specific needs while encouraging social collaboration and conversation. We also made sure to incorporate Mexican culture with custom artwork and games that will feed their desire for nearly constant engagement, exploration and stimulation from their surroundings.”

The Fiesta Begins Inside

From the moment kids enter the Coral KidZ Club they are greeted by bright colors and fun patterns that are splashed on the walls along with international greetings. After checking in, kids can store their personal items inside a cubby and set off to find their age appropriate zone.

The youngest guests, ages 3-5, will find an area devoted to imagination and learning where toddlers can choose their own path - city, park or jungle. The cityscape features: Mexican-style homes and a fire station with a firehose can be used to put out a virtual fire; an I-spy wall made up of Latin American iconography; a construction zone; and, a Mercado and play kitchen. Next door is the Jungle room, a quiet zone deep in the forest where kids can curl up in a nook with a book.



Tweens and teens will pass through an illuminated arched portal and are transported to the computer zone. Beyond that, the latest interactive video games can be enjoyed within the futuristic gaming area. With the goal of bringing the Mayan culture into the 21st century, Launch by Design commissioned an interactive 30 square foot LED wall with an electronic game that teaches children about the ancient culture through learning, interactive play and fun facts. Children earn rewards from playing these games and can claim their prizes throughout the hotel.

An Open Play Theater features a stage with a digital backdrop, theatrical curtains, a light-up dance floor and a backstage dressing room complete with costumes, make-up and dressing mirrors. While the Arts and Crafts area is designed for maximum creativity and offers stunning views of the ocean through three large porthole windows.

Zones of Outdoor Fun

The Coral KidZ Club extends its fun and sense of discovery to the outside. Active play is enhanced with innovative **NEOS®**, the world's first electronic play system for the playground, that combines both the speed and fun of video games with the lively movement of aerobic exercise. In the Open Play area kids will also find a basketball hoop and custom race car track for racing their very own remote controlled cars, while traditional Mexican sidewalk games can be found on the ground throughout. A casual outdoor lounge area with rock-shaped furniture is a spot for both children and adults who want to take a moment to relax.

ABOUT CORAL BEACH

Located on Cancun's most secluded stretch of white sand beach, Grand Fiesta Americana Coral Beach Cancun offers 602 all-suite ocean front accommodations, each with a private terrace facing the turquoise waters of the Caribbean and lagoon-like pool. The resort's top two floors are dedicated



to the Grand Club, which provides lavish services and above-and-beyond amenities both pool and beachside as well as a dedicated lounge and a 24-hour concierge service. The 40,000 square foot, sleekly-designed Coral Beach Gem Spa with a latest investment of closed to 8 million USD, offers innovative treatments inspired by gemstone therapy and a dramatic 10-step Hydrotherapy Ritual. Guests can choose from a variety dining outlets, including the AAA Five-Diamond Le Basilic serving French Mediterranean cuisine and La Joya, an authentic Mexican experience replete with tequila lounge. A perfect blend of serenity and activity, the resort is steps away from Cancun's vibrant nightlife, entertainment and luxury shopping as well as the high speed ferry to colorful and picturesque Isla Mujeres. This award-winning resort is a member of Preferred Hotels & Resorts. For more information, please visit www.coralbeachcancunresort.com or call 1-888-830-9008. Follow the resort on Twitter @grandcoralbeach and on Facebook.com/grandcoralbeach

ABOUT LAUNCH BY DESIGN

Launch by Design Inc. is an internationally-recognized architectural interior design firm located in Toronto, Ontario, Canada. We specialize in creating one-of-a-kind, branded environments for kids and teens, retail, hospitality and healthcare. Everything we do within and outside of a spatial environment is done by design in order to create an experience for the end user. The President and Owner, Ann Bada-Crema, believes that excellence in design is only achieved with a thorough understanding of a client's vision, brand identity and understanding the demographic. Then Launch by Design Inc. immerses into their imagination and expertise in order to use this research to launch the client's vision into reality.

ABOUT AEROMEXICO

Aeromexico, Mexico's global airline, offers from New York four daily and direct flights to Mexico City and a daily and non-stop flight to Cancun. For the carrier, the kids are very important that's why it has a wide variety of movies and television series that the children can watch on the individual entertainment system on board of its Boeing 787 and 737 aircraft with Sky Interior that operate these routes. In addition, you can request in advance a special menu for kids

#

Media Contact: D&DPR

www.dndpr.com

Tel: +1 646.393.4392

Teresa Delaney Teresa@dndpr.com

Nichole DiBenedetto Nichole@dndpr.com