



PRESS RELEASE

(For Immediate Release)



New Village Ambassadors of Guam Selected

(Monday, July 27, 2009; Tumon, Guam USA) The Guam Visitors Bureau announced selection of the new Village Ambassadors of Guam, a significant component of the Guam Brand initiative that was introduced by the bureau earlier this year. Selected by their respective village leaders, the new Village Ambassadors will represent the unique spirit and hospitality of Guam to an international audience of potential visitors.

The duties of the new Village Ambassadors will include hosting visitors during village fiestas, participating in overseas marketing campaigns, and taking part in a variety of other opportunities to share Guam's unique culture and personality with visitors. The opportunity to mingle with Village Ambassadors will give visitors special insight into the people and an islandstyle that makes Guam such an exceptional destination.

The Village Ambassadors will symbolize Guam's multi-faceted community and represent a diversity of interests, from teachers, dancers, a master blacksmith, and a suruhanu (a traditional healer). Rather than reading about Guam's culture, visitors will be able to experience it by interacting with individuals selected specifically for their outstanding representation of who the people of Guam are.

"The easiest way to relate a sense of place for any destination is through its people. Our new Village Ambassadors were chosen because they best represent the spirit of their village, its people, and its traditions" said GVB General Manager Gerald S. A. Perez, "The Village Ambassadors are people who embody the spirit of our island. When visitors hear the phrase, 'We are Guam,' these will be the people to whom they relate the message."

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