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**GET TO KNOW YOUR COSTA RICAN SPIRIT ANIMAL: THE SLOTH**

*The Star of the “Save the Americans” Campaign*



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The sloth, which inhabits trees across Costa Rica, may be the slowest mammal on Earth, but its adorable appearance, relaxed personality, and enviable sedentary lifestyle have won the affection of thousands of people in Costa Rica and around the world – in other words, sloths

have become the Internet’s new spirit animal. For this reason, the Costa Rica Tourism Board has called on the sloth to save overworked and under-vacationed Americans by inviting them to Costa Rica, the perfect human sanctuary for those suffering from vacation deprivation.

Costa Rica has a long history of being a sanctuary for endangered species like the sloth. They can be easily sighted throughout the country’s 28 national parks, but they are the main attraction at [Manuel Antonio National Park](#), located in the province of Puntarenas. There, sloths generate the admiration of over 360,000 tourists that visit the park every year, as they can be seen hanging from tree branches, eating, moving slowly or simply sleeping.

Several entities in Costa Rica have also committed to taking care of these beloved creatures. [The Sloth Sanctuary](#) in the province of Limon and [Costa Rica Animal Rescue Center](#) in the province of Alajuela rescue, rehabilitate and research sloths with the goal of releasing them to their natural habitat.

As an important symbol of Costa Rica’s conservation efforts, it was natural for the Costa Rica Tourism Board to select the sloth as an ambassador to overworked Americans in its “Save the Americans” campaign. In the [music video](#), the sloth, along with its other animal friends, warns Americans that their hectic work habits are endangering both their minds and bodies. The animals of Costa Rica are determined to give Americans – who leave just under 500 million vacation days unused every year (according to the 2015 Expedia.com Vacation Deprivation Study) – a reprieve from their vacation deprivation by inviting them to relax in Costa Rica.

Learn more about the campaign on [www.savetheamericans.org](http://www.savetheamericans.org). More information on Costa Rica can be found at [www.visitcostarica.com](http://www.visitcostarica.com).

**[About Costa Rica](#)**

Costa Rica is located in Central America between Nicaragua to the north and Panama to the south; it is bordered on the east by the Caribbean Sea and the west by the Pacific Ocean. With an abundance of unique wildlife, landscapes and climates this small country proudly shelters approximately five percent of the known biodiversity in the world. In order to protect and preserve its wealth of natural resources, Costa Rica has become a global leader in sustainable practices with protected areas comprising 26 percent of its land mass. With a peaceful spirit, emphasis on education and an economy based on tourism, technology and exportation, Costa Rica offers one of the highest standards of living in Latin America. Visitors to Costa Rica enjoy a highly organized tourism infrastructure among a tropical paradise of lush rainforests, mystical volcanoes and cloud forests and beaches that meet mountains filled with monkeys and macaws. Offering a broad terrain of activities and accommodations, visitors to Costa Rica will find a range of hotel options ranging from small beachside bed & breakfasts to authentic intimate boutique mountain lodges to major international business hotel brands and everything in between. Costa Rica's accommodations offer something appealing for everyone's desires. The phrase "Pura Vida" can be heard echoing throughout Costa Rica from coast to coast. Used as a greeting or expression of happiness, the phrase literally translates to "pure life," however its true meaning is "full of life," which accurately describes the adventure and wonder that await visitors.

### **About Instituto Costarricense de Turismo (ICT)**

Established in 1955, the Costa Rica Tourism Board spearheads the vital task of regulating and promoting Costa Rica's extensive of tourism offerings. The ICT and its partners in the private sector work tirelessly to garner recognition, standardize practices, provide insightful research data and foster cultural development for the country's coast to coast one-of-a-kind tourism products and resources.

### **About Save the Americans Campaign**

Save the Americans is the Costa Rican Tourism Board's North American marketing campaign. The building of the campaign was a collaboration between the Costa Rica Tourism Board (ICT) and the advertising agency 22squared. Creation of the Save the Americans campaign involved an intensive research process, analysis, design and testing in national and international publics. The Labrador agency led the independent research process, administered the focus groups and provided findings and recommendations for optimizing the work based on participant feedback. Studies were held in Toronto, LA and NYC. The campaign consists of animals from Costa Rica reaching out to Americans through various media channels and encourages North Americans to save themselves from being overworked and under-vacationed by visiting Costa Rica.

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