



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

PERRY JOHN P. TENORIO
MVA MANAGING DIRECTOR

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For further information, contact:
Perry John P. Tenorio, Managing Director
Marianas Visitors Authority
Telephone: (670) 664-3200/3201 Facsimile: (670) 664-3237
mva@mymarianas.com
www.mymarianas.com

HAPPY CHILDREN IN PARADISE TURNS 13

Saipan, Northern Mariana Islands (NMI) –One of the Marianas Visitors Authority's (MVA) longest-standing promotional campaigns turns 13 this year, as Happy Children in Paradise prepares for its annual summer launch on Monday (July 1).

The campaign provides Saipanda backpacks to all visiting children ages 11 and younger as a souvenir of their visit to the Northern Mariana Islands during the summer months and at Christmas time. The MVA expects to give away approximately 11,000 of the 13th anniversary backpacks to happy kids this year.

“The campaign was launched to familiarize children and their families with the Saipan name, and it is working,” said MVA Marketing Manager Bruce Bateman. “Saipanda has become a household name in Japan and is widely known in Korea, as well. He even receives his own invitation to events in Japan! The kids, and those young at heart, seem to love the Saipanda Character and want one of the backpacks.”

The summer campaign will run through Sept. 30, 2012. Participating hotels will distribute coupons to qualified guests during the period. The coupons will be redeemable at the DFS Galleria Saipan Corner, where a live action Saipanda will greet guests and be available for picture taking.

The name Saipanda is a triple play on words in English and Japanese: “sai” means

rhinoceros, the panda bear, and the destination name Saipan. The whole word Saipan-da means “Saipan is it!” in Japanese, or “Saipan’s the place to be!”



The 13th year edition of the Saipan-da! backpack for 2012. The Marianas Visitors Authority anticipates to distribute 11,000 of the backpacks to visiting children this year as part of its Happy Children in Paradise campaign.

The Northern Mariana Islands of Saipan, Tinian, and Rota are a chain of idyllic islands in the West Pacific, offering a friendly, fun and exciting vacation in paradise. They are an excellent destination for families, adventure and sports-minded travelers, as well as business people looking for a tropical haven. Adventurous travelers from Asia, Australia, Europe and elsewhere looking for new travel discoveries will find them in the Mariana Islands, just three hours travel from most cities in Japan, and four from Asia and Australia. The Northern Marianas are served from Tokyo and Osaka in Japan by Delta Air Lines and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served from Beijing, Shanghai and Guangzhou. For more information visit www.mymarianas.com.

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