



MARIANAS VISITORS AUTHORITY  
**News Release**

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*Tourism is Everybody's Business!*

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MVA MANAGING DIRECTOR

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**MVA PROMOTES NMI “HEALTHY LUNCHTIME” WINNER**

**Saipan, Northern Mariana Islands (NMI)** – Esther Huh, the Northern Mariana Islands winner of First Lady Michelle Obama’s Healthy Lunchtime Challenge, is getting some face time in international tourism markets through the social media outlets of the Marianas Visitors Authority (MVA).

Huh’s “Pitaya Healthy Salad” was selected along with representative recipes from each U.S. state, territory, and the District of Columbia as part of a nationwide challenge to promote healthy lunches. The First Lady’s Initiative is called Let’s Move!

Within hours of the announcement, Huh’s success was being shared on the MVA’s websites, blogs, and Twitter-equivalent sites in Japanese, Korean, Chinese, Russian and English.

“Promoting the Northern Marianas is a community effort, and we’re pleased to share Esther’s success with potential visitors,” said MVA Marketing Manager Bruce Bateman. “Our on-line and social media outreach is quick and extensive in our tourism markets, and we encourage MVA members and other tourism stakeholders to take advantage of the opportunity to promote their products and activities. Exit surveys show our visitors are very interested in learning about and trying local foods, so these posts should strike a positive chord.”

Huh is a 6<sup>th</sup> grader and will get to attend a Kids’ “State Dinner” at the White House hosted by Obama on Aug. 20, 2012. The lunch will feature a selection of the winner’s recipes,

followed by a tour of the White House kitchen garden.

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, Nagoya, and Osaka in Japan by Delta Air Lines and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

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