



MARIANAS VISITORS AUTHORITY  
**News Release**

---

*Tourism is Everybody's Business!*

PERRY JOHN P. TENORIO  
MVA MANAGING DIRECTOR

---

**For Immediate Release-September 11, 2013**

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](http://www.mymarianas.com)

**\$6.2-M EXPOSURE FOR NMI FROM “COMMUNITY ATHLETES”  
SHOW**

**Saipan, Northern Mariana Islands (NMI)** – “Community Athletes,” a Korean television program pitting celebrities against their ordinary neighbors, filmed two episodes in the Northern Mariana Islands this month, bringing an estimated \$6.2-million in advertising exposure to this tropical sports destination.

“Community Athletes” is produced by KBS TV, one of three major network TV channels in Korea. Under the slogan “physical exercise is like bread,” the show promotes healthy and happy living. The three participating celebrities will be comedian Lee Su-Kun, male pop group Dong Bang Shin Ki (DBSK) member Shim Chang-Min, and popular MC Gang Ho-dong.

“In terms of return-on-investment, we have been able to secure millions of dollars in exposure in Korea this year through several successful tie-ins with popular television shows,” said Marianas Visitors Authority (MVA) Marketing Manager Bruce Bateman. “In particular, this show will help us further promote the Northern Marianas as an ideal year-round destination for sports-minded visitors.”

The Marianas Visitors Authority supported the filming by providing Korean-speaking

staff for facilitation and helping to secure filming permits. The filming is also supported by Saipan World Resort and Asiana Airlines.

Filming was scheduled to be conducted at Saipan International Airport, Saipan World Resort, Gilbert C. Ada Gymnasium, Banzai Cliff, Bird Island, and Kilili Beach Park.

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 and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served from Beijing, Shanghai and Guangzhou. Russia is served via Vladivostok and Khabarovsk. United Airlines has daily flight connections from nine cities in Japan to Saipan via Guam. United States mainland connections can be made by United Airlines to Saipan via Guam, and Delta Airlines from the west coast to Saipan via Narita. For more information visit [www.mymarianas.com](http://www.mymarianas.com).

###