



PUEBLO BONITO
GOLF & SPA RESORTS

FROM EMPTIES TO ART: SUSTAINABILITY IN ACTION AT PUEBLO BONITO RESORTS
Celebrate Valentine's Day with distinctive hand-blown glass hearts



Los Cabos, Mexico (January 27, 2023) – In a feel-good story even Cupid would love, innovative eco-friendly practices at Pueblo Bonito Resorts have resulted in the creation of beautiful, hand-blown glass hearts.

Since time immemorial, hearts have represented love and affection. Despite the anatomical differences, the double-scalloped ideogram with the V-shaped base has become synonymous with the human heart and emotion.

Here's the story of Pueblo Bonito's seamless circle of sustainability. The company's resort hotels, restaurants, and bars use and recycle bottles. Israel Battista, a third-generation artisan who runs the San Miguel Blown Glass Factory in the nearby village of El Arenal, collects up to two tons of empties from the resorts each month and trucks them to his factory. Each bottle is cleaned, crushed, and melted in special ovens heated to 2,000 degrees Fahrenheit. Glassblowers dip long hollow tubes into the molten glass and blow bubbles. Battista and his artisans shape the melted bottles into hearts, fish, vases, and other art. These delicate creations, especially the hearts, have become iconic cultural symbols in Los Cabos and throughout Mexico.

Here's what makes the recycling effort unique: Pueblo Bonito not only supplies the raw materials for Battista's creations, but the resort company also buys back the art pieces by the hundreds to display around its hotels and communities. (For example, dozens of shiny red hearts dangle from the branches of *torote* trees in the circular entrance to Pueblo Bonito Pacifica).

These hand-crafted items are on display and for sale in the resorts' gift shops. The byproducts of this unique recycling initiative, which minimize environmental damage, send a special message to eco-conscious travelers who prize sustainability efforts and who want to see local communities benefit from their visits. As a Valentine's Day gift, the glass hearts are a perfect choice for that someone special in your life.

Video links to how glass hearts are made:

<https://www.youtube.com/watch?v=j8UFnzdGD1o>

<https://www.youtube.com/watch?v=Po0oCm7ViYI>

Pueblo Bonito's hearts are produced in a variety of colors. Each color denotes a different meaning. The classic red heart, bright and vibrant, symbolizes true, long-lasting love—and passion. Yellow, the color closest to gold, equates to sunshine, energy, optimism. Orange, a warm color, stands for friendship and care. Green is for nature, harmony, and renewal—and St. Patrick's Day. The blue heart, calming and wise, is the color of the seas and the sky. Each glass heart is distinctive; all are available in a variety of sizes.

As a hospitality firm that prizes the loyalty of its guests, Pueblo Bonito Resorts offers its recycled glass hearts as a token of affection throughout the year—but especially in the run-up to Valentine's Day.

For reservations call 1-800-990-8259 and for additional information on Pueblo Bonito Golf & Spa Resorts, access the website at www.pueblobonito.com.

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About Pueblo Bonito Golf & Spa Resorts

Pueblo Bonito Golf & Spa Resorts include eight award-winning properties in two destinations, Cabo San Lucas and Mazatlán, all offering luxury all-inclusive options, and coming in 2023 to San Miguel de Allende. Each of the properties has its own personality, design, and ambiance, yet all share the same high level of impeccable quality and distinguished atmosphere.

In Cabo San Lucas, the adults-only Pueblo Bonito Pacifica Golf & Spa Resort is the ideal setting for a romantic getaway, while Pueblo Bonito Sunset Beach Golf & Spa Resort, with its large, all ocean-view suites, is perfect for families. Pueblo Bonito Rosé Resort & Spa and Pueblo Bonito Los Cabos, both located on El Médano beach, have the best to offer vacationers looking to be right in the middle of all the Cabo action. In Mazatlán, the elegant jewel Pueblo Bonito Emerald Bay Resort & Spa overlooks the Pacific Ocean and a private beach, while the charming Pueblo Bonito Mazatlán, is located in the famous Golden Zone.

The Pueblo Bonito Vantage San Miguel de Allende is the first property to carry the brand's new upscale flag, intended for the discerning, experienced traveler who seeks superior service, high-end design, and unique experiences. Occupying a prime location just minutes from the historic downtown, the 111-room hotel features a gourmet restaurant, including a rooftop bar with a breathtaking view of the iconic pink sandstone cathedral. In addition to banquet space for groups and conventions, a beautiful grass area for weddings and events also overlooks the magnificent church.

The resorts are great for family vacations and romantic getaways. For more information visit www.pueblobonito.com, find us on Facebook at www.facebook.com/pueblobonitoresort and follow us on Instagram @pueblobonito.

Media Contacts

Karen Moraghan

Hunter Public Relations

(908) 963-6013

kmoraghan@hunter-pr.com