

# EL Cid Sponsors Tennis Alberta Senior Tour

Vancouver, British Columbia,  
Marketwire – July 14, 2011

El Cid Real Estate - a developer of luxury resorts and communities in Mexico - has partnered with Tennis Alberta to sponsor the 2011 Senior Tour. The Tour includes the Provincial Championships Seniors' tournaments attract players over 35 from across the province, the best of whom will compete for berth into the national and world championships.

"Albertans are a significant part of El Cid's gated community in Mazatlán. Many others travel to play at the El Cid Golf and Country Club each winter. Our city is an important outdoor sports destination," noted Jorge Gomez, Sales Director for El Cid Real Estate. "We are thrilled to support Tennis Alberta, as well as the sport's community in a province where Mazatlan has so many friends."



"Tennis Alberta is committed to growing the sport at all levels. Membership currently consists of 25 member clubs and over 10,000 individual players in the province," said Jill Groves, Program Manager for Tennis Alberta. "Tennis players in Alberta are keen on engaging in a healthy lifestyle for themselves and their families, and highly value recreation and leisure... we understand the importance of investing in one's soul. El Cid is a great fit because they are dedicated to leisure, lifestyle and recreation," she concluded. Players and spectators of El Cid sponsored tournaments will have the opportunity to win prizes including all-inclusive accommodation at El Cid Castilla Beach Hotel.



The first El Cid Real Estate Senior Tour tournament took place in June at Edmonton's Capilano Tennis Club. The next tournaments take place at St. Albert Tennis Club from July 14th to 17th; and Garneau Tennis Club (Provincials) from July 21st to 24th in Edmonton. The last tournament of the year will take place at Elbow Park in Calgary from August 4th to 7th. El Cid Real Estate also sponsored the BC Senior Provincial Championships in Vancouver at the

beginning of June. The effort is part of the At Home in Mazatlan campaign supported by the Mexico Tourism Board since 2010. The campaign aims to promote recreational and retirement lifestyles in Mazatlan, Mexico.

About Mazatlan:

Mazatlan is located on Mexico's Pacific Coast at the foot of the Sierra Madre Mountains. Founded in the 16th Century, Mazatlan is Mexico's colonial city on the beach. The city is divided into two main areas: Old Mazatlan and the Golden Zone, with a seven-mile coastal road between the two.

About El Cid Real Estate:

El Cid Real Estate is a division of El Cid Resorts - a collection of Mexican resorts offering hospitality immersed in tradition. The resorts are located in Mazatlan, Cancun and Cozumel. El Cid Mazatlan owns and operates four hotels, a 27-hole championship golf course, marina, and a gated community. El Cid Real Estate currently offers property for hotel, villa and condominium development in Mazatlan and the Mayan Riviera. The company recently launched Andalucia - one and two story homes in the largest community of American and Canadian residents in Mazatlan. Visit <http://www.elcidrealestate.com> and/or follow us on twitter @elcidrealestate.

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