



**FOR IMMEDIATE RELEASE**

**CONTACT:** bvk Public Relations for DR Ministry of Tourism  
Vanessa Welter: (414) 247-3803  
cell: (850) 980-3760 or vwelter@bvk.com

## ***Where is Puerto Plata? On the Dominican Republic's North Coast***

*JetBlue and Puerto Plata in the Dominican Republic featured at the New York Surf Film Festival*

**DOMINICAN REPUBLIC – SEPT. 24, 2009** – The second annual New York Surf Film Festival (NYSFF), presented by JetBlue Airways ([www.jetblue.com](http://www.jetblue.com)) and the Dominican Republic (DR) Ministry of Tourism, will feature a fun and stylish short film of the DR's Puerto Plata region on the country's fabled North Coast. The film demonstrates the amazing waves for surfing found along the area's pristine beaches, as well as sophisticated pampering that travelers enjoy in the Caribbean's second largest country and premieres at New York City's Tribeca Cinemas on Friday, Sept. 25, 2009 at 8:00 p.m.

Designer Cynthia Rowley, a judge for this year's NYSFF and a frequent visitor to the DR's North Coast with her family and friends said, "When you visit Puerto Plata, you become a traveler rather than a tourist. There is a real sense of discovery in the DR--we find a new adventure every time we go--as well as amazing culture and history. The DR's North Coast is an authentic, genuine place."

JetBlue's director of brand management and advertising, Fiona Morrisson, noted, "JetBlue offers direct flights to Puerto Plata, located near the popular beach towns of Cofresí, Cabarete and Sosua. With personal seatback TVs and free snacks and drinks, our customers enjoy traveling with us to this surf haven as much as the destination. Our partnership with the DR and NYSFF is a perfect synergy."

An avid surfer, Rowley added, "Puerto Plata is ideal for family vacations. It's easy to get to, and there's something for everyone--horseback riding, surfing, serene lakes for swimming. For us, it's the perfect, quick getaway from our busy city lives."

To view "Where is Puerto Plata?," visit: <http://vimeo.com/channels/nysurffilmfestival#6731582>. The NYSFF is a three-day event held Sept. 25-27 and includes screenings of independent surf short and feature films, cult classics, and world premieres from established surf filmmakers. For more information about NYSFF, visit [www.NYSFF.com](http://www.NYSFF.com). For information on Cynthia Rowley fashions, visit: [www.CynthiaRowley.com](http://www.CynthiaRowley.com).

*The Dominican Republic's first tourist was Christopher Columbus in 1492. Rich in history, the DR has developed into a diverse destination offering both Dominican and European flavors to more than one million U.S. visitors each year. Named #1 Golf Destination in Caribbean & Latin America by the International Association of Golf Tour Operators, the DR boasts upscale resorts, pristine nature, sophisticated cities and quaint villages. For more information, visit: [www.GoDominicanRepublic.com](http://www.GoDominicanRepublic.com) or call 1(888) 374-6361.*

###