



COUPLES EXPLORE THEIR WILD SIDE DURING JANUARY SWINGERS MONTH AT DESIRE

Couples from all over the world mingle during the Fourth Annual Swingers Month at Desire Riviera Maya Resort and the Desire Riviera Maya Pearl Resort

FOR IMMEDIATE RELEASE

Media Contact:

Gabrielle Santana

Gabrielle.santana@newlink-group.com

(786) 709-2488

Cancun, Quintana Roo, Mexico, January 3, 2017 — There's no better way to heat up the new year and take away the winter blues than an entire month dedicated to couples exploring their wild side. Desire's Fourth Annual International Swingers Month is held throughout January in their Riviera Maya resorts, offering a playful ambiance of special events that range from spicy signature theme nights, couples' workshops by exclusive professionals in their fields, Play Suites for life-stylers, Blind Date Dinner, pool parties, custom shows and performances and several other surprises.

"January's International Swingers Month is when we offer couples a safe, judgement free atmosphere to explore their fantasies with other like-minded couples while unwinding in our beautiful resorts," said Rodrigo de la Peña, CEO of Original Group. "At Desire, we create such a great environment full of spectacular sensually themed events and special expert-run workshops for couples seeking to enhance their relationships and meet other people from all over the world. This sexy January tradition has become an important part of our culture creating the perfect atmosphere for couples who are curious about exploring different expressions of human sexuality."

Sparks fly first during Swingee Week from January 3rd to 7th, as Desire joins forces with high tech hosts Holli & Michael of Swingee, the world's largest, interactive, adults-only, online community for couples seeking to expand and explore their sexuality. Sensual, sexy single women rule during Unicorn Week, January 8th to 14th, mingling with curious couples seeking to open their relationships to new horizons, with special guidance during workshops by Dr. Jessica O'Reilly author of *The New Sex Bible* and sex counselor Dr. Markie Twist.

Seduction sizzles as "sabor Latino," or Latin flavor, infuses every moment during Latin Week, January 15th to 21st, an erotic fiesta of food, dance, drink, and sensual pleasure tickling all the senses. Guests can take their partner by the hand for salsa dancing, down delicious mojitos, enjoy the touch of each other and the curious company of others, as Desire turns into an erotic Latin playground overseen by media personality, sex educator and Queen of the New York Sex Scene, Lola Bastinado.

International Swingers Month reaches its climax during Bondage Week, January 22nd to 29th, where trust triumphs, ushering in days of intimate, nurturing pleasure, with guest host Roxi D'Lite, Queen of Burlesque and the reigning World Champion of Exotic Dance.

No matter where guests play on the BDSM spectrum, workshops and events are sophisticatedly tailored to enhance the relationship and sexual pleasure of couples eagerly exploring new boundaries. For details on all the events, visit: www.swingersmonth.com.

These special events are coupled with the extraordinary service, sensuality and sought-after scene Desire offers year-round in a safe, clothing-optional, adults-only atmosphere. For more information, visit www.desire-experience.com.

###

ABOUT DESIRE

The Desire experience includes the all-inclusive resorts Desire Riviera Maya Pearl Resort and Desire Riviera Maya Resort, along with Desire Venice Cruise, each designed for couples only, offering guests a unique, clothing-optional atmosphere, with a sense of freedom outside of conventional environments. These unique experiences include the latest in adult entertainment, provocative theme nights, couples' workshops, indoor/outdoor playrooms, gourmet dining, brand name beverage service, first-class accommodations, all of which stay true to our erotic, clothing-optional, couples-only atmosphere. For more information, visit www.desire-experience.com.

ABOUT ORIGINAL GROUP

Original Group is a Mexican company with more than 35 years of experience, with commercial activity in the hotel sector, the cruise industry, vacation clubs and real state. We encourage innovation to create and develop businesses that leave a mark. Our brands maintain the highest standards of the group and, simultaneously, provide concepts that stand out for their uniqueness. We have developed successful tourist brands, including by offering unique experiences for adults only, in top destinations around the world, creating a perfect atmosphere for couples and singles looking to add a new dimension to your holiday. Our strong corporate culture allows us to provide a consistent service characterized by warmth and attention, creating long term relationships with our customers. We promote environmental care with a high sense of social responsibility, as an active part of our environment and society. For more information, visit www.original-group.com.