



Desire Keeps Up with the Summer Heat this August

Desire hosts the fourth edition of the month-long event "Sexy Young & Wild"

FOR IMMEDIATE RELEASE

Cancun, Quintana Roo, Mexico, March 16, 2017 — Desire, the renowned adult all-inclusive resort, announces it will once again play host to the month-long "Sexy Young & Wild (SYW)" theme event this August. Guests are invited to Riviera Maya to enjoy four spectacular weeks filled with special events, including: stimulating workshops, steamy day-time activities, and nightly entertainment along with several sensual surprises pertaining to the weekly theme.

"August will be this summer's hottest month at Desire with our fourth edition of Sexy Young & Wild," said Rodrigo de la Peña, CEO of Original Group. "Our team has curated a special lineup of events, putting our reputation to the test by offering our guests several ways to party day and night. When guests pull themselves away from their seductive hosts, they'll satiate their appetites at the resorts' top-notch restaurants and numerous free-flowing bars, relish in the pampering at the full-service spas and cozy up in secluded beach cabanas."

Sexy Young & Wild also gives single women and threesomes the opportunity to visit the normally couples-only resorts. At both Desire Riviera Maya and Desire Riviera Maya Pearl resorts, SWY month starts off with Latin Week, from August 1-8, with erotic Latin style dancing inspired by Argentina's tango, Brazil's Carnival and other events with Latin flair. The second week, August 7-13 is Music Fest at both resorts, with special guest DJs and other aural sensations for guests to mingle on the dance floor.

By mid-month, each property will offer their own curated itineraries. At Desire Pearl, August 14-20 will be Fitness Week, offering a chance to enter the ring, learn new techniques from a trainer, and other ways for guests to take their bodies to the limit. The last week, August 21-28, marks Fashion Week, to show that body off in rocking style. At Desire Riviera Maya, week three is Beach Fest, when guests can frolic in the sand, play volleyball, or engage in other adventures. Week four at Desire Riviera Maya is the Erotic Circus, an acrobatic itinerary where guests can juggle different fantasies all week long.

August's Sexy Wild & Young events are complemented by the extraordinary service and sought-after daily activities and nightly entertainment available at Desire Riviera Maya Resort and Desire Riviera Maya Pearl Resort year-round, including spectacular, sensual restaurants, poolside bars and full-service spas.

For reservations or more information, visit: www.desire-experience.com. For the Sexy Young Wild month schedule of events, visit <http://www.sexy-young-wild.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.