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Óscar Pérez Barros Named New Secretary of Tourism for State of Sinaloa

Pérez Barros replaces Marco Antonio Garcíá Castro who was appointed Special Representative for the State of Sinaloa to the Mexico Federal Government

MAZATLÁN, September 20, 2018 Quirino Ordaz Coppel, Governor of Sinaloa, announced the appointment of Óscar Pérez Barros, as the new Secretary of Tourism for Sinaloa, replacing Marco Garcíá Castro, who becomes a Special Representative for Sinaloa to the federal government in Mexico City. Ordaz Coppel made the announcement to media and tourism industry stakeholders at a special meeting in Culiacán, Sinaloa. Both appointments are effective immediately.

Pérez Barros brings related experience to the tourism sector including having recently served as President of La Cámara de la Industria de la Radio y Televisión (Chamber of Commerce for the Radio and Television Industry) in Sinaloa. La Cámara de la Industria de la Radio y Televisión is a non-profit company whose charter is to foster the development of broadcast technology throughout the state. Previously, Pérez Barros served as Director General for GPM PromoMedios in Mazatlán, a state-wide broadcast company combining distinctive broadcast distribution with cutting-edge digital properties.

In announcing Pérez Barros's appointment, Ordaz Coppel said: "Óscar is a proven leader who is well known and respected within the business community, and I am delighted he will lead our tourism efforts into the next phase of its development."

Reflecting on his appointment, Pérez Barros said: "I am excited to be taking up the role of Secretary of Tourism for this great State and tourism destination. Over the past year, tourism to Mazatlán and beyond has experienced tremendous growth and continues on the upswing. I look forward to building on this great foundation to expand our tourism footprint even more."

For more information about Mazatlán, visit www.GoMazatlan.com.

About Mazatlán

Mazatlán is a Mexican resort town along the Pacific Ocean. Founded in 1571, its Historic District, 19th-century landmarks include the performance hall Teatro Ángela Peralta and the towering Immaculate Conception Basilica. Sandy beaches line its four-mile-long malecón (boardwalk), the newly developed Nuevo Mazatlán area where two marinas and two professional golf courses sit, and the modern district of Zona Dorada which is known for nightlife and hotels to suit any budget. Old villages with their unique charm such as El Quelite, Concordia, Copala and El Rosario surround Mazatlán, and guided tours are available from all hotels. Direct air service is available to Mazatlán from major U.S. and Canada markets.

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Caption
Óscar Pérez Barros, Secretary of Tourism, Sinaloa, Mexico