



NEWS RELEASE

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MEDIA ALERT

Mayors from the Southland and Mexico Meet in the O.C. to Focus on Strategies for the Future on January 15

Dialogue to cover tourism, security issues and the economy

WHAT

The Center for International Trade Development, an economic development program of Rancho Santiago Community College District, is hosting “Strategies for the Future: California-Baja California’s Mayors’ Strategy Meeting.” This event marks the first time that mayors from Baja California, Mexico, join mayors from the Southland to focus on recent declines in tourism and its impact on the economy on both sides of the border.

At a morning press conference, local mayors will discuss the importance of tourism to Southland and the Baja California mayors will announce unprecedented safeguards that have been put in place to address recent security issues, which have negatively impacted tourism in Baja. With many Orange County and California residents owing homes in Baja and numerous California businesses doing business in Baja, these announcements have economic significance.

WHERE

GardenWalk, the fountain entrance next to Roy’s
321 W. Katella Avenue, Anaheim, CA 92802

WHEN

Thursday, January 15
11:30 a.m. to 12:00 p.m.

WHO

The following individuals may be available for interviews:

- Anaheim Mayor Curt Pringle
- Santa Ana Mayor Pro Tem Claudia Alvarez
- Monterey Park City Council Member Sharon Martinez
- Calexico Mayor Louis Fuentes
- Tijuana Mayor Jorge Ramos
- Tijuana Director of International Relations William Yu
- Tijuana Managing President of the Commission of Border Issues Luis Bustamante
- Tijuana Assistant Director of International Issues Lorena Flores
- Tijuana Coordinator of International Relations Rosario Guerra
- Ensenada Mayor Lic. Pablo Alejo López Núñez
- Ensenada Secretary of Public Safety Lic. César Santiesteba
- Ensenada Director of Social Communication Lic. Alfredo Mendoza

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District Office

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- COPREEN President C.P.Marco Navarro Esteck, (Ensenada Economic Development Commission)
- Ensenada Director of International Relations Dr. Jorge A. Saenz Flores
- Tecate Mayor Donaldo Peñalosa
- Rosarito Mayor Hugo Torres
- Rosarito Head of Tourism Office Laura Wong
- Director of the California Mexico Trade Assistance Center Enrique Perez

WHY

According to Enrique Perez, director of the California Mexico Trade Assistance Center, it is vitally important to the economies of California, Orange County, and Baja to work together to promote the Southland and Baja as a region and that security issues in Baja be addressed. Tourism and business are closely linked on both sides of the border and new public safety measures in Baja will help boost tourism binationally.

California and Orange County mayors are planning a visit to Baja to view the new safety measures in the near future.

HOW

To arrange for interviews, please contact Judy Iannaccone at (714) 480-7503 or iannaccone_judy@rscdd.edu.

Editors' note: Please follow this [link](#) for information about parking at GardenWalk.

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