

PAPALOTZIN IN WILD9

Mexican Pilot Vico Gutiérrez brings Papalotzin to Wild9

MÉRIDA, Yucatán, Nov. 2, 2009.- Mexican Pilot Francisco “Vico” Gutierrez will attend Wild9 with his world famous Papalotzin ultralight aircraft.



Papalotzin (from náhuatl, Papalotl=butterfly and tzin=venerable) or Venerable Butterfly is the name that Vico Gutierrez gave to his ultralight aircraft, on which he set out to follow the incredible journey of the fifty million tiny Monarch butterflies that fly a mind-blowing 5,000 kilometers from the Great Lakes of Canada to their winter sanctuaries in the Oyamel forests of Central México, only to be confronted by deteriorating ecosystems along the way.

"Papalotzin" is a nature documentary about the extraordinary adventure of pilot Vico Gutierrez, who in an ultra-light plane decorated as a Monarch butterfly, follows the Monarchs's journey with the goal of increasing awareness about the challenges they face and along the way meets passionate people dedicated to protect this migration for future generations. Papalotzin ensures an unforgettable visual journey through microscopic animations, ancient legends and spectacular aerial shots of Canada, the United States and Mexico that will inspire us all to take action in the conservation of this incredible butterfly.

"The main objective was to create awareness of the need to protect the Monarch Butterfly and the ecosystems that sustain it" said Vico Gutierrez, the project's pilot and original creator. "And I believe we fulfilled our objectives, we had a very strong impact on multiple communities along the way, and we were able to direct attention through a very strong media coverage."

"We are very excited about participating in Wild9 along with Papalotzin, and more importantly to share our new project called **México Despega**," said Eduardo Vertiz and José Cohen, the producers in charge of the next expedition along with Vico Gutierrez.

"México Despega is a multiplatform entertainment project that follows two ultralights designed as Golden Eagles that travel along 13 states in Mexico" said Eduardo Vertiz. "The mission is to create awareness of the need to protect the Golden Eagle, Mexico's national emblem, which is now considered an endangered species.

"Along with spreading awareness to protect the Golden Eagle, we will also produce a series of media contents, live events, and various activities designed to strengthen our national identity

since next year we will be celebrating 200 years of Mexico's Independence and 100 years of the Mexican Revolution" said Eduardo Vertiz.

For more information on Papalotzin, please visit:

<http://www.aireimagen.com.mx/papalotzin/home.html>

<http://www.wwf.org.mx/wwfmex/papalotzin.php>

For more information on Mexico Despega:

Please contact Vico Gutiérrez or Eduardo Vertiz at Pronatura's stand during Wild9.

Or via email at: evertiz@insigniamx.com

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