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**After a *PetVacay* at Viceroy Riviera Maya,
Fido Will Be Your Best Friend Forever**

New Pet Program combines Shaman Blessing, Personal Palapa & Delicious Dining

Riviera Maya, Mexico, March 15, 2013: Treat your dog to a *PetVacay* at the Viceroy Riviera Maya (www.viceroyrivieramaya.com) and he will be your BFF.

Your pet will be blessed by a real *shaman*, lounge in his own personal palapa, be indulged with his favorite foods and truly believe that he has landed in Doggie Heaven.

The **PetVacay Program** at the chic, all-villa Viceroy Riviera Maya offers pets the same relaxed and pampered luxury that human guests enjoy.

When guests arrive at the Viceroy Riviera Maya, they receive a Mayan Blessing performed by the authentic in-house *shaman*, who comes from a long family line of *shamans* from a local Mayan village. The blessing releases the guests from their cares and worries into a new beginning at the resort. Pets now also receive their own personal blessing from the *shaman*, along with a special doggie treat to top off the experience.

To shelter pets from the sun, and provide them with a nurturing, protected environment all their own, the resort has created personalized, hand-made pet palapas that are portable and echo the protective palapas found throughout the resort, covering everything from the open-air restaurants and arrival lobby to the 41 villas.

Dining for pets is a la carte and personalized. The chefs discuss menu options with the guest, including favorite foods and any dietary requirements or restrictions, and then create tailored, made-to-order delicious meals for the pet.

Guests may bring pets weighing up to 20 pounds. The charge per night for a pet stay is \$50; meals are additional.

About Viceroy Riviera Maya

The Viceroy Riviera Maya is a serene hideaway where guests are immersed in true relaxation, gracious villa living, exquisite dining, personalized pampering, healing spa treatments and more.. The award-winning resort combines a sugary-white-sand beach lapped by the warm turquoise waters of the Caribbean, with a lush jungle ambiance of ferns, palms, guava trees and a friendly family of spider monkeys.

The 41 spacious villas – in beachfront, ocean view and jungle locations – are elegantly and comfortably appointed with a private plunge pool and terrace and outdoor shower. Mayan healing techniques and traditions infuse every aspect of the spa experience. La Marea serves refined Mexican cuisine accented with international influences. The seaside Coral Grill features a Mexican-Mediterranean menu cooked on wood-burning grills.

Among the amenities are a palm-ringed lagoon pool, a fitness center offering the latest workout equipment and a variety of classes, day beds at the beach, and a pier where guests enjoy massages, savor romantic dinners and are conveniently picked up by boat for snorkeling, diving and other excursions. The resort is located just 35 minutes from Cancun International Airport, and three miles from popular Playa del Carmen, known for its restaurants, boutiques and nightlife.

For more information and reservations, contact Viceroy Riviera Maya at 866-332-1672 or reservations@viceroyrivieramaya.com.

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.