

Addendum – Venue Descriptions

Centro de Alto Rendimiento

The High Performance Center provides comprehensive training to athletes for international competitions, seeking to involve and educate society through its activities by supplying the tools necessary for not only physical development, but educational as well.

The Center is a public entity, acting as a business enterprise with organizational autonomy, and a member of the General Secretariat of Sport, which has a financing agreement with the *Consejo Superior de Deportes*.

Plantronics

A world leader in the production of communications headsets, this American company is based in Santa Cruz and employs 4500 people in 20 countries. A public company, it was founded in 1962.

Centro Cultural Tijuana

Constructed on a 35,445 square meter estate and designed by the renowned Mexican architects Pedro Ramírez Vázquez and Manuel Rosen Morrison, the Tijuana Cultural Center (CECUT) was nearly instantly incorporated to the city's landscape, as it simultaneously became one of its landmarks, situated in the heart of Tijuana's most modern zone, *Zona Río*. Due to the emblematic sphere-like form of the IMAX Theatre building, CECUT is popularly known as *La Bola* (The Ball). Since 2001, the CECUT receives about a million visitors per year.

Fine Art Museum: *El Cubo*

One of the most important Tijuana projects in recent years in matters of cultural infrastructure, *El Cubo* opened September 27, 2008 at an official ceremony led by Governor of Baja California, Mr. José Guadalupe Osuna Millán and President of the Council National Culture and Arts, Mtro. Sergio Vela. With this new building, CECUT now has one of the most important museums in the country. Additionally, this project transpired two administrations, one federal and one state, which is surely a sign of hope for the political will of the region's governments.

With 1500 square meters of exhibition space, among other sections, the museum's displays focus on three areas common throughout the history of CECUT: a) historical and cultural heritage, b) Fine Arts and Modern Art, and c) Contemporary Art.

L.A. Cetto Winery

The L.A. Cetto Winery is a Mexican company established in the Guadalupe Valley in Baja California, by Don Angelo Cetto. Offering four lines of wine - Classic, Private Reserve, Don Luis Selected Reserve and Book Platinum - the winery proudly produces 100% Mexican wine designed to be appreciated for diverse and increasingly demanding palates worldwide. Today, with over 75 years of tradition and quality, L.A. Cetto Winery is one of the largest wineries in the Mexican industry, garnering a total of 132 international awards from Italy, Spain, England, Canada and the U.S.

Municipal Palace

Located at the historical midpoint of Tijuana, the Municipal Palace is home to Tijuana's City Hall. It is surrounded by many local tourist destinations, such as *Avenida Revolución* and the business district.