



FOR IMMEDIATE RELEASE  
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## Press Release

### **BUCKET LAUNCHES AS A TOURISM STARTUP FOR DEVELOPING CITIES**

*Ecuador's tourism innovation competition winner, Bucket, is seeking to redefine travel by promoting tourism in developing cities*

**QUITO, ECUADOR** – After a year of diligent work to create Bucket, a tourism startup aimed to boost tourism activities in the metropolitan area of Quito, Bucket will be launching to engage with local Quito businesses and community leaders.

The Bucket launch party will take place July 23 at Eugenio Espejo Convention Center at 11:00 am.

“Bucket started out of a vision to share the culture of Latin America with the world by making tourism more accessible to international markets. After months of behind the scenes work, our launch event will mark Bucket’s availability to a world of adventurers and the progression of tourism innovation in the region,” says Karissa Jobman, Bucket co-founder.

Bucket will provide tourists discounted bundled tickets to Quito’s top attractions, accessible online or on a mobile device, while also giving developing cities the opportunity to showcase their local attractions to a broader market. This service is the first of its kind in Latin America. Daniel Pino, Bucket co-founder, states that a service like Bucket is “essential for developing cities in Latin America.”

The event will include a presentation by the Bucket founders, remarks by Luz Elena Coloma, Quito Tourism’s CEO and a reception to follow. Attendees include tourism authorities in the country, representatives from each attraction serviced by Bucket, and other tourism-related start-ups.

### **ABOUT BUCKET**

In October 2014, Quito’s Tourism Bureau selected Bucket as a recipient of the tourism innovation competition, aimed at boosting tourism activities in the Metropolitan area of Quito. Bucket’s purpose is to promote tourism in developing cities through discounted bundled packages passes to TOP attractions. Bucket is a venture developed by two founders, Daniel Pino of Ecuador and Karissa Jobman of the United States. The two met while working for Southwest Airlines in Dallas, Texas. The service will be promoted through its website ([www.bucketpass.com](http://www.bucketpass.com)), mobile application, and locally at tourist informational offices around the city.

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- In October 2014, Quito's Tourism Bureau launched a tourism innovation competition, aimed to boost tourism activities in the Metropolitan area of Quito through new tourism projects.
- As part of Bucket's prize for winning this competition, the Investment Attraction Agency of Quito Tourism has been supporting and working closely with Bucket to establish and consolidate the product.
- One of the three winning projects was Bucket. This is a company established in 2014 in the United States, dedicated to promoting the top tourist attractions and activities in developing cities. Quito, Ecuador is the launch city where Bucket will start its operation.
- This service is the first of its kind in Latin America. Similar services are marketed in the United States (citypass.com, New York Pass) and in European destinations like London, Rome and Paris.
- Bucket founders, Daniel Pino and Karissa Jobman, met while interning at Southwest Airlines after graduating from Texas universities. Pino, a Texas Christian University alum, is Ecuadorian, and after specializing in digital marketing in the airline industry, plans to return to Quito to position Bucket as a tourism catalyst, promoting Quito's top attractions through technology and partnerships with institutions.
- Jobman graduated with a degree in advertising from Southern Methodist University and is currently a teacher through the distinguished, Teach For America Program. She uses her background in communication and design to brand Bucket.
- Bucket launches Quito's attraction pass July 23rd, 2015 at 11 am at the Eugenio Espejo Convention Center.

### **Bucket Pass**

The pass allows entrance to the best attractions in each city at 20% off.

Quito Attractions:

1. Mitad del Mundo
2. Iglesia Compañía
3. Museo de la Ciudad
4. Capilla del Hombre
5. Quito Tour Bus

Benefits:

- Save a guaranteed 20% off ticket price
- Complete and exclusive access to the attractions
- Flexible use: 6 months before expiration
- Secure purchase online with a credit card

### **Tentative Launch Event Schedule:**

1. 11:00: Attendees arrive



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2. 11:20: Product presentation by Daniel
3. 11:40: Words from Karissa
4. 11:50: Words from Luz Elena Coloma opening the show, noting Bucket as winner's of the Tourism Innovation Competition
5. 12:00: Time for question and response
6. 12:10: Cocktail, networking
7. 13:00: End of event

### **Important Information for the Press Release (POST)**

- Bucket, a tourism innovation project in Quito, Ecuador, launched July 23rd in Quito's Eugenio Espejo Convention Center at 11:00 am.
- The goal of the project is to promote tourism in developing cities through marketing tickets to the best tourist attractions in discounted bundled packages using enhanced technologies and partnerships with institutions.
- This service is the first of its kind in Latin America. Similar services are marketed in the United States ([citypass.com](http://citypass.com), New York Pass) and in European destinations like London, Rome and Paris.
- Bucket is a venture developed by two founders, Daniel Pino of Ecuador and Karissa Jobman of the United States. The two met while working at Southwest Airlines and saw the vision to increase access to tourism in Quito and other developing cities around the world.
- The name "Bucket" suggest the idea that tourists have a Bucket List in their mind when they travel, implying a list of places, activities, and experiences they want to have in each destination.
- Quito's Bureau of Tourism, through the Investment Attraction Agency, has promoted this project over the past eight months, after Bucket was named a winner of Quito's Tourism Innovation Competition in 2014.
- During the event, Luz Elena Coloma, Quito Tourism's CEO highlighted ...
- Meanwhile, Daniel Pino, Bucket's CEO said...