



Beach Reads

News from Alma Libre Bookstore - Puerto Morelos, Mexico Year #1 Issue #1 December 2002

What's New? We are!



Alma Libre Bookstore is open again with new books, new hours, a new roof and new owners!

The new books number around 3000 and include brand new guidebooks for the area, books about the Maya and hundreds of used novels in all the popular genres. We have so many, all our shelves are jam-packed and we still have boxes of books, waiting to be opened and shelved. With the addition of these new books, we have about

20,000 books in the store. We also have a new assortment of Yucatan maps as well as tourist maps of Cancun, Cozumel, Playa del Carmen and the Riviera Maya.

The new hours are Tuesday through Saturday, 10:00 am until 3:00 pm and 6:00 pm to 9:00 pm and Sunday 4:00 to 9:00. These are our minimum hours, we usually open earlier and close a little later. Our hours are always posted on the front page of our website at www.almalibrebooks.com.

The new roof was the hardest part. The old palapa roof leaked so much we could not risk having books in the front area of our store. Now we are housed under solid concrete and we have more room to display new books. We had to open the store around the worker's schedule, so we apologize if you arrived at Alma Libre and found us closed. The work is now completed, so we can post our hours with confidence.

What won't change at Alma Libre is our commitment to always stocking a large selection of quality books and our commitment to providing the best service possible. If we don't have the book you are looking for, let us Special Order it for you.

We will continue to take books on trade and any credits you have on file at Alma Libre will be honoured.

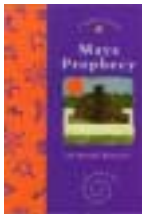
We look forward to serving you. Please contact us if we can help you in any way.

This Just In! New Books & Products at Alma Libre

Books! Here are a few examples of the hundreds of new books we have brought this year...



Secrets of the Talking Jaguar is the story of the author's physical and spiritual journey from the southwestern US to the highlands of central America. There he becomes apprenticed to a local shaman who teaches Pretchel much about indigenous Mayan life, and about life in general.



Maya Prophecy Provides a clear and accessible introduction to the warnings for the future provided by one of the greatest civilizations the planet has seen. According to Mayan prophecy the world will experience a cataclysmic event in 2012. This book presents the background to this prophecy, comparing it with similar predictions from other ancient civilizations. It also provides an overview of Mayan civilization, culture, religion and science.

Postcards! We have the largest selection of postcards of Puerto Morelos, and they are all exclusive to Alma Libre. We've added 12 new postcards including two oversized designs we had professionally printed in Calgary. We also sell stamps!

Puerto Morelos

The best part of our new life in Mexico is our new home town. Puerto Morelos is the anomaly of the Mayan Riviera. Somehow it escaped the mega-development of Cancun and the hyper-development of Playa del Carmen to remain a quiet Mexican fishing village, yet with all the amenities of a good tourist town & more.

Puerto Morelos has the Planacar reef just offshore, so special that it has been designated a national park. We have miles of white sand beach and a botanical garden and zoo nearby.

Puerto Morelos has more than its share of unique restaurants with talented chefs and a Mayan Art and Handicrafts centre, where local Artisans can sell their work directly to you. The mood of the whole town is relaxed and friendly.



Weekly Ferry Service

There is a new way to visit Puerto Morelos! The Yucatan Express ferry service has begun with weekly service to Puerto Morelos direct from Tampa, Florida. Prices start as low as \$75 return, plus port charges. The trip takes about 35 hours. (It took us 5 days to drive from Texas)

There have only been two trips so far, but the reviews are excellent. What a great way to visit the Yucatan and bring your own car with you! There is also weekly service to Progreso, near Merida. Check it out at www.mexicoferry.com

A little about us....



Many people ask us how we came to live in Puerto Morelos. The truth is Alma Libre led us here. Since our first visit to Mexico several years ago, we knew we had to live here. We loved the weather, the lifestyle, and the people of Mexico.

But how to do it? We are relatively young and unlucky at lotteries, so we knew we had to make a living in Mexico in order to live there.

We scoured the internet looking for business opportunities. The majority were B&B's, bars

and restaurants. We chased down many leads and spent hours of our supposed vacations visiting businesses and meeting with realtors and notaries.

Then we found Alma Libre. The bookstore offered a nicer way to live in Mexico. Much better hours than a bar or restaurant, and we felt we would be providing a worthy service to the residents and visitors of the area.

We've gone through a dramatic change in life style. We came from a city of nearly 1 million people with busy careers in television. Rob directed TV news and Joanne wrote, directed and produced commercials & programs. If anything we were in the anti-book business!

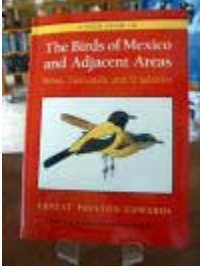
Now in our new lives in Puerto Morelos, we don't even have television, but we have an almost unlimited collection of books to read!

Alma Libre Bestsellers



International Travel Maps: Yucatan Peninsula

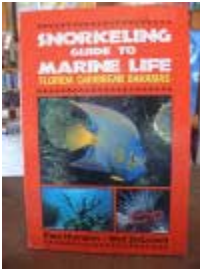
Our bestselling "book" is actually a map. International Travel Maps makes the best map available of this area. Don't go driving without it! We sold out once already, but just received a new shipment.



The Birds of Mexico and Adjacent Areas by Ernest Preston Edwards

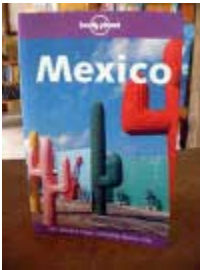
Okay, we admit it is not a very catchy title for a book, but it is the best book to identify all the birds in the Yucatan.

Features more than 850 species in a convenient, easy to carry guide.



Snorkeling Guide to Marine Life by Paul Humann & Ned DeLoach

The best guide to identify what lives in the Caribbean Sea. Features 280 colour photographs of everything you might see on your next snorkeling trip including fish, coral and plants. Also includes valuable tips about which plants and animals should be approached with caution, how to treat stings, and other interesting facts.



Lonely Planet Mexico

The brand-new guide, just released is THE guide to get you through Mexico. At over 1000 pages, it's the book you will most often find being lugged around by travelers from around the world.



Moon Handbooks: Yucatan Peninsula by Chicki Mallan

This brand new guide (7th edition) is the most up-to-date guide you can buy. "Don't even think about going to the Yucatan without Chicki Mallan's book." -- New Orleans Times-Picayune

Beach Reads is the official newsletter of Alma Libre Bookstore in Puerto Morelos Mexico.

www.almalibrebooks.com

This is issue #1. If you have any comments or suggestions, please contact us.