

COSTA RICA

PURA VIDA

A “phrase that you will hear and see everywhere in Costa Rica is “Pura Vida”. The term “Pura Vida” has been present in Costa Rica’s vocabulary for over 50 years. Its English translation means “pure life” or “simple life”, however its more than just a phrase- it is a way of life.

Where did this phrase originally come from? People believe that the term “Pura Vida” came around in 1956 after a Mexican movie entitled “Pura Vida!” was released. In the movie, the main character uses the phrase throughout the movie to stay optimistic, happy, and full of life, despite all the negative circumstances around him. Thanks to this movie, the phrase “Pura Vida” is the unofficial motto to one of the happiest countries on Earth.

Pure Vida is much more than just a phrase, it is their culture and way of life. Costa Ricans (Ticos) use this term to say hello, goodbye, or even to let people know everything’s good! Costa Ricans don’t just let the term bring them a good life, it’s the way they use it in their everyday attitude to make them happy. “Pura Vida” means that people need to be grateful for the things they do have in life, instead of dwelling on the negative things that they don’t. The phrase shows that no matter how bad you may think you have it, life for someone else can be far more less fortunate then your own. Life is too short to be worried and upset, everyone needed to make the most of life! A

Il in all, Costa Ricans strive to live a stress free, laid-back life and they believe that their motto “Pura Vida” perfectly exemplifies how the locals live. Costa Ricans feel that if more “foreigners” grasped this concept, the world would be a lot happier.

Reference:
[What does Pura Vida Mean in Costa Rica? \(vacationscostarica.com\)](http://vacationscostarica.com)

