

ICLC Newsletter



Instituto de Cultura
y Lengua Costarricense

Costa Rica
PURA VIDA

The most commonly used phrase in Costa Rica is
Pura Vida.



The simple translation is **Pure Life**, but the saying has a far more profound meaning to people of Costa Rica and to the travelers who fall in love with this small country full of natural beauty and friendly people.

Pura Vida is an attitude, a feeling. Everything in Costa Rica is Pura Vida: weather, food, friends and nature. Costa Rica is pure nature, thousand species of flora and fauna inhabit this privileged area.



It can be used as a greeting, it does not matter what time is it, morning, afternoon, night.

Contextually, **Pura Vida** means something approximate to "Full of Life", "Purified life", "This is living!", "Going great", or "Cool!"

It is also used as a word of farewell, to express satisfaction, and in some instances to politely express indifference when describing something.

Costa Ricans use the phrase to express something akin to a philosophy of strong community, perseverance, resilience in overcoming difficulties with good spirits, enjoying life slowly and celebrating good fortune of magnitudes small and large alike.

According to a 2009 survey coordinated by the New Economics Foundation, a British non-governmental group, Costa Rica is the happiest place on earth, and one of the most environmentally friendly.

Costa Rica has a peaceful reputation because it does not have an army, and that is another reason to be happy and keep repeating the national slogan "pure life".



PURA VIDA

Two words which perfectly describe Costa Rica, the happiest place on earth.