

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

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18 FEARLESS WOMEN COMPETE TO BE PART OF AFRICAN EXPEDITION

18 women from all walks of life have been chosen to compete for places on a continent crossing, 8 month expedition. The Mitsubishi Africa Adventure Cape to Cape team will travel from Cape Agulhas, the southernmost tip of Africa, to Nordkap in Norway, the northernmost tip of Europe.

The selection process will give the eager applicants the chance to show that they have the physical stamina to undertake the 40,000km journey. But the organisers are also looking for women who will be able to stick together through the challenges and adventures of two continents. Expedition organiser Enya Fehler said, "We will be looking for women with determination, persistence, commitment, mental and emotional strength."

The 11 day 'interview' will be packed with demanding team building exercises, including abseiling and a 'zipline tour', where the women will navigate across ravines and waterfalls. At the end of the event, the final team will be picked.

The expedition aims to promote Africa as a tourist destination and has already been endorsed by the Government. Minister of Tourism and Environmental Affairs Mr. Marthinus van Schalkwyk said, "This initiative will go a long way in showcasing what we have as a continent and what South Africa can offer as a country."

The intrepid tourism ambassadors set off in March 2009 and finish the following November in London.

For more information on the Mitsubishi Africa Adventure Cape to Cape, or to find out how you could sponsor to the event, contact capetocape@africa-adventure.travel or visit www.africa-adventure.travel

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

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PO.Box 2455 * Plettenberg Bay * 6600 * South Africa

Phone 044 533 52 11 Fax 044 533 52 12

info@africa-adventure.travel www.africa-adventure.travel