

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

27th May 2008

For immediate release

Plettenberg Bay Hosts Cape to Cape Expedition Finalists

18 women from around the world are gathering in Plettenberg Bay on 30th May with the hope of being picked for an all female 34,000km expedition. The Mitsubishi Africa Adventure Cape to Cape Expedition team will be selected from a group of finalists attending an 11 day workshop. The women who make the final team will travel through Africa and Europe to promote African tourist destinations, including Plettenberg Bay and the Garden Route.

As well as preparing for the expedition, the candidates are looking forward to experiencing Plettenberg Bay's many attractions during the selection workshop. Included in the itinerary will be 4 star accommodation at NH Plettenberg Bay, bungee jumping at Bloukans Bridge, quad biking and abseiling at Tsitsikamma Falls Adventure Park, whale watching with Ocean Safaris, and dining out at local restaurants.

Monica Villalobos, one of the contestants for a place on the Cape to Cape Team, expressed her excitement about the workshop and the expedition. "This is a dream too good to become true, but it's actually happening! I can't wait to see the wonders of Africa and then tell everyone in Europe about this beautiful continent. I know for sure that my life will never be the same after this trip. And even if I don't make it to the final team, the experience at this workshop will be unforgettable: just imagine a group of 18 brave women coming from different cultures and countries, sharing 11 intense days full of emotion, adrenaline, adventure and friendship."

Event organisers of the Mitsubishi Africa Adventure Cape to Cape Expedition say that they have been overwhelmed by the positive response that they have received from the local tourism industry. Event organiser Rachel MacRae says, "It has been fantastic to see the tourism sector pulling together to promote Africa and to make this expedition happen. This is a non-profit initiative so sponsorship is essential to us. Although it is the women who are going to be making the journey, we feel that the whole industry is a part of this. Without their support, we could not travel a single step."

The Mitsubishi Africa Adventure Cape to Cape Expedition would like to thank its sponsors for the Final Team Selection Workshop: NH Plettenberg Bay, Tsitsikamma Falls Adventure Park, Stanmar Motors, The Lookout Restaurant, Mugg and Bean, L&M Restaurant, Miguel's Restaurant, Fu.shi Fusion Cuisine, Face Adrenaline Bungee

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

Brought to you by Africa Adventure Tourist Information cc

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

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

Jumping, Knysna Elephant Park, Monkeyland, Birds of Eden, Ocean Safari and PnA Stationers.

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

Brought to you by Africa Adventure Tourist Information cc

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

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

Tourism Industry Comes Together to Support Expedition for Africa

The all female Mitsubishi Africa Adventure Cape to Cape Expedition team will be picked from finalists attending 11 day selection workshop, which is starting in Plettenberg Bay on 31st May. The Expedition, which will travel through Africa and Europe, aims to promote Africa as a tourist destination for travellers.

Although the team have less than a year to prepare for their 34,000km journey, which starts in March next year, organisers say that they have been overwhelmed by the positive response that they have received from the tourism industry in South Africa and abroad.

Event organiser Rachel MacRae said, "It has been fantastic to see the tourism industry pulling together to promote Africa and to make this expedition happen. This is a non-profit initiative so sponsorship is essential to us. Although the women are going to be travelling Africa, without the support of the tourist industry, this would never be taking place."

The expedition has also received support from international sponsors throughout Africa. Governments, including the South African Ministry for Tourism and Environmental Affairs have also backed the trip.

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

Brought to you by Africa Adventure Tourist Information cc

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