

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

27th May 2008

For immediate release

Tourism Industry Comes Together to Support Women's Expedition for Africa

Following concerns for South African tourism after the xenophobic attacks, organisers of the Mitsubishi Africa Adventure Cape to Cape say that they are committed to promoting South Africa as a tourist destination and providing Europeans with positive images of our country and our continent. The 34,000km, all women expedition, which starts in March 2009, and travels through Africa and Europe, aims to promote the whole of Africa as a destination for travellers.

The organisers have also been thrilled by the tourism industry's positive response to the all women expedition. Event organiser Enya Fehler 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 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."

In South Africa, the women have received sponsorship from Mitsubishi, NH Hotels, MapStudio and dozens of others. The organisers are now finalising sponsorship packages with companies from Namibia, Botswana, Zimbabwe, Mozambique, Zambia and Malawi. Governments across Africa, including the South African Ministry for Tourism and Environmental Affairs have also given their support to the trip.

The final team for the Cape to Cape expedition is due to be picked from 18 finalists attending an 11 day selection workshop in Plettenberg Bay on 31st May. Candidates aged between 22 and 64 are coming from around the world to take part. Countries represented include Germany, Australia, USA and Peru, as well as South Africa.

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."

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

Brought to you by Africa Adventure Tourist Information cc

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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

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