

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

For immediate release

All Women Expedition Team Chosen to Promote African Tourism

After almost two weeks of hiking, camping and adventure sports, the 14 woman Mitsubishi Africa Adventure Cape to Cape Expedition Team has been chosen. The Cape to Cape Team sets off from Cape Agulhas on 2nd March 2009 and will travel for 34 000km overland from the southern tip of Africa to the northern tip of Europe.

The all female team were chosen from 18 international finalists after an 11 day selection process in Bitou. During the workshop, the participants enjoyed and endured a programme which included abseiling, rock climbing, off road driving and even the world's highest bungy jump.

At the end of the event 'Survivor' style, as the women voted each other in and out of the expedition team.

The final team, which includes seven South Africans, are Sibongile Mpakanyiswa, Monica Villalobos, Tanya Weyers, Julie Farrington, Monique Hansen, Alicia Proud, Petra Schueller, Tanya Tiefenthaler, Ingrid Bohme, Jahna Boshoff, Marion Le Roux and Bridgette Johnson. They will be joined by expedition organisers Enya Fehler and Andrea Doerfert.

The eight month expedition aims to promote and develop tourism in Africa. After travelling through 14 African countries, starting in South Africa and ending in Tunisia, they will publicise their experiences in a four month tour of major European cities.

After moving to South Africa from Peru, team member Monica Villalobos, 40, says that she wants to share her love of her adopted continent. "A lot of people have an image of Africa as riddled by war, famine and crime, but we want to show the amazing things that our continent has to offer. The challenge, the length and the crew of this expedition will create the impact needed to get the people to listen to us. Our pictures will seduce them, our stories will motivate them and our passion will convince them."

Team member Sibongile Mpakanyiswa. 30, is giving up a high powered job to undertake the expedition. After growing up in the township of uMdantsane, Sibongile has established herself as a successful investments banker, working in London and New York. However, she says "I am at the point where I feel there is more to life than just working for a big Investment bank. My passion for Africa and the need to explore and experience this diverse continent would be an opportunity I will treasure for life."

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

Brought to you by Africa Adventure Tourist Information cc

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After the expedition, all profits will go to training young people working in the tourist industry. Sibongile says, "The chance to promote Africa and contribute to its sustainable development through tourism is something I am passionate about. Tourism can be a key to Africa's social and economic development. But for ordinary Africans to benefit fully, education and training are essential."

The expedition team will be going off the beaten track in their quest to experience Africa. Although the team are visiting some traditional tourist resorts, they aim to publicise a wide range of attractions, including some unusual destinations.

Some countries that the team will travel through, like South Africa and Egypt, have been on the European tourist radar for many years. Other destinations, such as Libya or Ethiopia, might have been no go areas, but as their political situations change, travellers are taking the chance to experience countries that have been off limits.

Expedition organiser Enya Fehler says, "We used to be happy with a few days lying on the beach, but recent years have seen an increasing interest in more adventurous travel. Africa's tourist industry is in a great position to take advantage of this, in ways which can benefit all of our people."

The team have already secured the sponsorship of Mitsubishi and are now looking for additional finance and equipment sponsors for the expedition. Team organiser, Enya Fehler said: "It has been fantastic to see the tourism sector pulling together to make this expedition happen. This is a non-profit initiative, so sponsorship is essential to us. Although it is the women who are making the journey, we feel the whole industry is a part of it."

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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