

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

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Cape to Cape Foundation to Promote Tourism Education for African Youth

Young people across Africa are set to benefit, following an announcement from Africa Adventure Tourist Information cc.

The company is currently organising the all women Mitsubishi Africa Adventure Cape to Cape Expedition, which is set to travel 40 000km from the southern tip of Africa to the northern tip of Europe to promote Africa as a destination for travellers.

Now, following an overwhelming response from the tourism industry and governments across Africa in support of the expedition, Africa Adventure has decided to entrust the project into the hands a newly formed, non-profit organisation, the Africa Adventure Cape to Cape Foundation.

The foundation will ensure that any remaining funds from the expedition, and other donations are directed towards tourism education for young people in Africa.

Expedition organiser Enya Fehler says, "Our aim is not only to boost the profile of African tourist destinations, but to contribute towards the responsible, long term development of our industry. The Africa Adventure Cape to Cape Foundation will empower youth through tourism education, with a view of enabling them to become stakeholders within the tourism industry."

Among the Foundation's plans, are the provision of scholarships and bursaries for young people who wish to study the tourist industry, the provision of books and equipment for tourism education programmes, and the development of skills programmes to address unemployment through sustainable tourism development.

Expedition member Sibongile Mpakanyiswa said, "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."

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

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