

PRESS RELEASE

AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

For immediate release
11 December 2008

JOIN THE GIRLS FOR TWO WEEKS WHILE THEY MAKE THEIR MARK THROUGH AFRICA AND EUROPE – ALL EXPENSES PAID!

The final team for the non-profit initiative, the Africa Adventure Cape to Cape Expedition, was chosen from 18 finalists who attended an 11-day selection workshop in Plettenberg Bay on the 31st May this year. Candidates aged between 22 and 64 came from around the world to take part. Countries represented include South Africa, Austria, Peru and Great Britain. Woman from all over the globe with one thing in common – their passion for Africa and it's people!

Since conception, the expedition has received sponsorship from Mitsubishi in the form of 5 Pajeros. The Cape to Cape Foundation is very grateful to them and all the other generous sponsors like Front Runner, National Luna and Escape Gear who are kiting the vehicles out for an amazing overland trip created to promote tourism to our beautiful continent in a most alluring way. Echo 4x4 is designing a custom-built kitchen trailer to cater especially for the 14 ambassadors. The Foundation expresses huge gratitude to all sponsors who have so far been willing to assist and calls on others to do the same.

The 14 women who were selected to go on this amazing trip are getting very excited and are champing at the bit to get going. In preparation for this epic 8-month journey, houses have been rented out, jobs resigned and vaccinations ordered! They especially look forward to meeting up again at the launch party to be held at the Victoria and Alfred Waterfront in March next year. Now they offer a chance for more lucky people to share their enthusiasm and accompany them for 5 various legs of their trip across the world – all expenses paid!

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

Brought to you by Africa Adventure Tourist Information cc
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The different legs allow for five 2-week excursions between South Africa and Namibia, Tanzania and Kenya, Egypt, Finland and Norway and the grand finale in France and the UK. These prizes include international air tickets to where the winners will meet up with the other team members and from where they conclude the leg back to their hometown. Also included is accommodation, ranging from hotel to tent (just as the other team members), all transport and meals and cash spending money! Terms and conditions apply. All the contestants need to do is make a donation to the Foundation of R100 per entry online at <http://www.africa-adventure.org.za/donate.php>

The Africa Adventure Cape to Cape Foundation is a non-profit organisation dedicated to offer young people from low-income communities much needed tourism education. This will enable them to become stakeholders within the tourism industry and encourage responsible tourism development in Africa with an aim to eradicate poverty on the continent. All proceeds raised from the expedition will be used solely for this purpose and all equipment sponsored will on return be auctioned for the same.

For more information on the expedition and competition or to find out how you can become a sponsor to this high impact media event contact capetocape@africa-adventure.travel or visit www.africa-adventure.org.za

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