

PRESS RELEASE

MITSUBISHI AFRICA ADVENTURE CAPE TO CAPE EXPEDITION

22 January 2008

Africa Adventure is currently in preparation of the **Mitsubishi - Africa Adventure Cape to Cape Expedition**, which starts from Cape Agulhas, the southernmost tip of Africa, traverses the African Continent through Europe to its northernmost tip, the Nordkap or North Cape, in Norway.

Just another trip through Africa - nothing out of the ordinary, you might say.

But if this trip is undertaken by a group of **fearless women** and if it is done to promote tourism to the most alluring continent, it suddenly becomes something extraordinary!

The all-women team will kick off their journey on International Women's Day, 8 March 2009 and has the **full and unreserved endorsement of Marthinus van Schalkwyk, Minister of Environmental Affairs and Tourism, South Africa.**

Furthermore, **MITSUBISHI** has been awarded the vehicle sponsorship, and is providing 5 top of the range Mitsubishi Pajeros for the team to make their mark through Africa and Europe.

The Mitsubishi Africa Adventure Cape to Cape Expedition is a non-profit initiative undertaken to create greater awareness of Africa as a travel destination, encouraging sustainable tourism development to the benefit of all its people, while providing travellers to Africa with accurate unbiased travel information.

Having different objectives, the Expedition is divided into two parts.

Part one is the journey through Africa, to appreciate its people and cultures and to collect firsthand travel information about the countries visited which will be made available to the tourist online and in a variety of publications and television documentaries.

The second part is to visit major cities in Europe, to extensively promote Africa as a continent with many safe and alluring travel destinations by means of road shows, television broadcasts and printed publications.

The Mitsubishi Africa Adventure Cape to Cape Expedition 2009

Brought to you by Africa Adventure Tourist Information cc

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All proceeds arising from the expedition will be donated to child welfare organisations throughout the African countries visited, as we strongly believe that by improving the lives of the children of today, we continue to build a stronger future not only for them, but the generations to come.

If you are confident that **your company products and services** can stand up to this challenging journey of discovery, diversity and determination throughout Africa and Europe, we certainly would be proud to carry your brand with us across two continents and approximately 28 countries.

Africa Adventure therefore asks you to consider sponsorship to this high impact media event and to contact Enya Fehler on capetocape@africa-adventure.travel to discuss details of your possible co-operation.

You might also want to visit their website www.africa-adventure.travel for more information.

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