

NEWS RELEASE

For Immediate Release



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PINK JEEP TOURS GIVES FAMILIES REASON TO SMILE

Sedona, AZ (Aug. 10, 2010) – Pink Jeep Tours gives families a reason to smile again. The company took seven Pink Jeeps full of excited, wide-eyed kids from Camp Soaring Eagle on an off road adventure with their families on August 2, 2010.

Pink Jeep Tours is a long-time supporter of Camp Soaring Eagle’s mission to provide a place for children with serious illnesses to discover the healing power of laughter in a medically safe environment, at no cost.

“After all of our stresses and ups and downs this was a much needed break,” said Jeff and Susan Jennings from Phoenix. The Jennings’ two-and-a-half year old son is currently receiving cancer treatment at Cardon Children’s Medical Center in Phoenix. “We were able to reconnect as a family and forget about illness even if it was just for a little while.”

Shawn Wendell, owner of Pink Jeep Tours said “we are proud to be a part of the Camp Soaring Eagle experience. At Pink Jeep Tours we are in the business of providing FUN, so teaming up with this organization was a natural fit.”

The families enjoyed the awe-inspiring beauty of The Coyote Canyons Tour. They explored the rugged canyons and soaring spires, learned the geology of the area, and even took a break to step out of the Jeeps and splash in rain puddles from the previous evening’s showers.

Pink Jeep Tours, the premier adventure tour company of Northern Arizona, was founded in 1960 and has its corporate headquarters in Sedona, Arizona. It serves visitors from around the world with a corporate fleet of 65 vehicles and is the only Jeep tour company with guide trainers certified by the National Association for Interpretation on its staff.

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