



Contact: Sarah Fazendin
North American Media Relations
Sarah@AdventuresInAfrica.com
+1.303.993.7906

FOR IMMEDIATE RELEASE

What New Years Resolution Does a Top Safari Outfitter Make? *Africa Adventure Consultants Committed to Carbon Neutral Travel in 2008*

DENVER, CO (January 8, 2008) – In the fourth quarter of 2007, Africa Adventure Consultants began offsetting 50% of every safari the company sold with the option for clients to offset the remaining 50%. Looking for a way to further reduce their carbon footprint, today the company announced that their Denver office is now completely carbon neutral. Specific areas the company addressed include transportation to and from the office for all employees, use of office supplies such as paper and how they can offset the space occupied.

“The media has recently raised the question, ‘does travel do more environmental harm than good?’” said Kent Redding, President of Africa Adventure Consultants. “Without travel, not only would we not have the opportunity to think and live globally, but specifically wildlife reserves would not have the income to continue protecting wildlife, the millions of people employed in the tourism industry would be unemployed and the critical sharing of cultures would not take place. We believe travel is imperative to fostering a peaceful world. However, we do recognize that travel itself can lead to some negative environmental side effects which is why we’re dedicated to this Carbon Offset program in 2008.”

Additionally, this week Africa Adventure Consultants unveiled a new suite of online information to help travelers plan their dream vacations to Africa on their new web site. Hailed by *National Geographic Adventure* and *Conde Nast Traveler* magazines as one of the best safari operators in the world, Africa Adventure Consultants is furthering their commitment to planning customized adventures for the discerning traveler.

MORE



PAGE TWO

“While our primary objective is to walk each and every client through the process of planning a customized safari in Africa,” continued Kent Redding, “we understand that a critical part of the planning process take place online and that needs to be fun and inspirational as well.” On the new Africa Adventure Consultants web site, www.AdventuresinAfrica.com, travelers can look at a variety of adventures, research the many destinations within Africa and dive into other travel planning resources as well.”

Denver-based Africa Adventure Consultants organizes safari adventures throughout East and Southern Africa, with destinations including Tanzania, Kenya, Uganda, Rwanda, Namibia, Botswana, Malawi, South Africa, Zambia and Victoria Falls. The company sells destinations they know personally and offer guests assurance of strong on-the-ground partnerships with only the best local companies. Africa Adventure Consultants supports a variety of African conservation organizations, community-based tourism programs and humanitarian causes. With an eye on personal service, the principals create customized trips for individuals and small groups. To learn more, please call 1.866.778.1089.

###

Africa Adventure Consultants :: 1221 Clarkson Street #309 Denver CO 80210 :: www.AdventuresinAfrica.com

About Africa Adventure Consultants: Denver-based Africa Adventure Consultants organizes safari adventures throughout East and Southern Africa, with destinations including Tanzania, Kenya, Uganda, Rwanda, Namibia, Botswana, Malawi, South Africa, Zambia and Victoria Falls. The company sells destinations they know personally and offer guests assurance of strong on-the-ground partnerships with only the best local companies. Africa Adventure Consultants supports a variety of African conservation organizations, community-based tourism programs and humanitarian causes. With an eye on personal service, the principals create customized trips for individuals and small groups. To enquire about a safari with Africa Adventure Consultants please contact Kent Redding, President, at 1.303.778.1089 or 1.866.778.1089.