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**Kent Redding Featured as “Green Travel” Expert on Travel Trade Panel
*Africa Adventure Consultants Offering Carbon Neutral Safaris***

DENVER, CO (September 15, 2008) – Kent Redding, president of Africa Adventure Consultants, was featured this weekend on a panel discussion on the topic of “Green Travel Trends” as part of the Association for the Promotion of Tourism to Africa’s (APTA) National Forum. Africa Adventure Consultants operates carbon neutral safaris in Africa.

“We recently gathered data from our clients regarding their understanding of carbon neutral safaris,” said Kent Redding during the panel discussion. “We learned that while they were not necessarily shopping for a carbon neutral safari, they were 70% more likely to book when they learned about our policy of offsetting 50% of every safari we sell, and offering clients the opportunity to offset the remaining 50%. This proves that it’s not only the right thing to do from an environmental perspective but a solid business decision for travel companies to move forward with carbon neutral initiatives.”

Africa Adventure Consultants launched their comprehensive effort to reduce carbon emissions in early 2008. Africa Adventure Consultants joined forces with Sustainable Travel International (STI) on its pioneering TravelGreen™ program, which allows Africa Adventure Consultants to offer carbon neutral safaris. Africa Adventure Consultants was STI’s first African safari operator partner implementing a sophisticated program that offers carbon offsets on every safari the company sells. Africa Adventure Consultants also works with their African partner companies to reduce CO2 emissions by implementing solar and wind power schemes, reduce wood burning, protect land to create carbon sinks, and more.

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Denver-based African safari expert Africa Adventure Consultants organizes safari adventures throughout East and Southern Africa, with destinations including Tanzania, Kenya, Uganda, Rwanda, Namibia, Botswana, Malawi, South Africa, Zambia, Victoria Falls and most recently, Ethiopia. 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. And now, the company runs a completely carbon neutral office in Denver and is further committed to carbon neutral safaris by automatically offsetting 50% of each African trip they sell as well as offering clients the opportunity to offset the remaining 50%. 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.

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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.