



NEWS RELEASE

*For Immediate Release*

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**Pink Jeep Tours Climbs to the Rescue**

*Experienced off road guides aid emergency crews*

Sedona, ARIZ (Nov. 14, 2008) – Tour guides for Pink Jeep Tours assisted emergency personnel to a plane crash site north east of Sedona on Schnedbly Hill Road Thursday evening after a small plane crashed and burned in the Coconino National Forest.

The crash happened at approximately 5 p.m. five to seven miles from I-17 and about 0.5 miles from the intersection of Schnebly Hill Road and U.S. Forest Road 153A. One Sedona Fire Department fire engine became disabled on the way up the rugged road while trying to get to the crash. Another vehicle sustained a flat tire.

Five highly modified Jeeps and Pink Jeep Tour guides helped emergency crews get closer to the scene.

"We volunteered to take them to the crash," said Pink Jeep Tours guide, Daniel Wishnewsky. "It is extreme 4-wheel drive conditions. Our Jeep Wranglers are customized with top of the line equipment, and our guides are highly trained, enabling us to get the crews very close to the scene."

The guides assisting were Wishnewsky, Ree Ruescas, Jen Mekrut, Chris Halstead and Pete Zins.

Zins was in the middle of conducting a Scenic Rim tour, when he saw a nearby cloud of smoke. He called into Pink Jeep Tours headquarters, which then dialed 911. After a short period of time, four more Jeeps headed to Schnebly Road to assist.

"I called the Sedona Fire dispatch to offer Pink Jeep Tours' assistance, knowing the emergency vehicles would not be able to reach the crash site." said Susan Sinclair, Pink Jeep Tours Customer Service/Sales Manager.



Officials believe two people were killed and another seriously injured, however, contents of the aircraft were burned beyond recognition, delaying confirmation of the number of occupants, according to Gerry Blair, principal information officer for the Coconino County Sheriff's Office.

"I am very proud of the quick actions our team made," said Shawn Wendell, owner, Pink Jeep Tours. "Our hearts go out to those who lost loved ones."

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 63 vehicles and is the only Jeep tour company with guide trainers certified by the National Association for Interpretation on its staff.

For more information call (800) 873-3662 or visit [www.PinkJeep.com](http://www.PinkJeep.com).

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