

NEWS RELEASE

For Immediate Release

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Pink Jeep Tours Does Outreach During Breast Cancer Awareness Month

Sedona, ARIZ. (Oct. 2008) --- Pink Jeep Tours will participate in the Susan G. Komen “Passionately Pink for the Cure” fund-raising outreach during the last week of October to raise money and awareness for breast cancer and breast health.

Pink Jeep Tours will donate a portion of the proceeds from every tour taken from October 25-31, and take additional donations in their reservation center. Community members, as well as those taking tours, are encouraged to stop in and donate, and post a statement honoring or remembering someone who has fought breast cancer on the Pink Jeep Tours bulletin board in the Pink Jeep Tours reservation office at 204 North Highway 89A in Uptown Sedona.

Information on breast health and breast cancer facts, from the Susan G. Komen Foundation and the Sedona Cancer Center, will be available free of charge.

Everyone who takes a tour or donates will receive a pink ribbon sticker. “With pink being such an important part of our brand, how can we not get involved in this “Passionately Pink” program that the Susan G. Komen Foundation puts together in October?” said Shawn Wendell, owner of Pink Jeep Tours. “Our employees are excited about participating in this and it gives people in Sedona an opportunity to participate locally, as well. We hope additional employee and community donations more than double or triple what we are donating from tour proceeds that week.”

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 on Pink Jeep Tours call (800) 873-3662 or visit www.pinkjeep.com.

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