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Media Contacts:

Marina Nicola or Tanya Tumminia
Wagner|Junker Agency
(702) 355-0845 or (702) 614-3871

marina@wagnerjunker.com or tanya@wagnerjunker.com

**PINK JEEP TOURS' GUIDES EXPAND THEIR EXPERTISE
WITH ADVANCED INTERPRETIVE CERTIFICATION**

Twelve Las Vegas Guides Gain the Prestigious Credential to Better Convey Complex Subjects Involving Geology, Archeology and Other Environmental Topics

LAS VEGAS (July 2008) – Already well-known for their awe-inspiring, sightseeing tours, Pink Jeep Tours - Las Vegas, Inc. is further exceeding expectations by introducing 12 newly-credentialed Certified Interpretive Guides (CIG), who now are uniquely-qualified to provide a greater understanding of the natural and cultural resources seen on Pink Jeep Tours.

Select tour guides clamored for the opportunity to earn this valued designation by undergoing an intensive 32-hour training course over a demanding 4-day period. In doing so, they can now bestow visitors with a heightened appreciation of the sites they see, while helping to forge emotional and intellectual connections through a more informed "interpretation" of natural details about Las Vegas and its surrounding environment.

"When you venture into rare depths of the Southwest landscape, you need skilled guides who truly understand how to communicate a site's historical relevance and environmental beauty," says Richard Scown, head tour guide, Pink Jeep Tours. "This certification substantiates Pink Jeep's commitment to advanced learning, teaching and stewardship."

Pink Jeep guides are already required to have knowledge of subjects that include flora, fauna, geology, archeology, local history and Native American cultures. However, by securing this highly-respected distinction from the National Association for Interpretation (NAI), an organization dedicated to advancing the profession of heritage interpretation, these newly-minted CIGs proudly add a new level of insight and "wow" factor for all guests during the tours.

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Pink Jeep Tours is currently the only tour company with Certified Interpretive Trainers (CIT) on their staffs who both teach and train Certified Interpretive Guides.

ABOUT PINK JEEP TOURS – LAS VEGAS, INC.

Experience the "natural side" of Las Vegas. Founded in 1960 in Sedona, Ariz., Pink Jeep Tours is the premier off-road tour company in the Southwest. This year, *Nevada Magazine* readers named Pink Jeep Tours "Top Tour Company." Built and designed specifically for Pink Jeep Tours, The Tour Trekker is the first-of-its-kind, luxurious yet rugged, all-terrain vehicle. As one of the few Las Vegas tour companies to possess off-road permits, guests experience areas inaccessible to most. From Grand Canyon to Hoover Dam to Mt. Charleston, there are 10 tours showcasing the Southwest's breathtaking landscape. For more information, go to www.pinkjeep.com.

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ABOUT THE NATIONAL ASSOCIATION FOR INTERPRETATION (NAI)

The National Association for Interpretation (NAI) is a 501(c) 3 not-for-profit professional organization dedicated to advancing the profession of heritage interpretation, currently serving about 5,000 members in the United States, Canada and more than 30 other nations. Individual members include those who work at parks, museums, nature centers, zoos, botanical gardens, aquariums, commercial tour companies and theme parks. Commercial and institutional members include those who provide services to the heritage interpretation industry.

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