



NEWS RELEASE

For Immediate Release

Media Contact: Jessica Denison
jessica@communicationbridges.com
928.204.9834

Pink Jeep Tours Gets Some TLC

Sedona's premier off-road Tour Company to be featured on The Learning Channel

SEDONA, AZ (October 18, 2007) -- Pink Jeep Tours will be featured on the show "Little People, Big World" on The Learning Channel (TLC) at 8:30 p.m. on October 22.

Gay Rosenthal Productions taped the "Roloffs & Red Rocks" episode last June about the Roloff family's RV vacation, which included a stop in Sedona. The family participated in the ultimate 4X4 experience on Pink Jeep's famous Broken Arrow Tour.

An exclusive for Pink Jeep Tours, the Broken Arrow Tour is 100 percent off road fun. The adventure leads on and over the red rocks while being surrounded by magnificent canyon walls. There is a chance to stretch legs and soak up the views at Submarine Rock and Chicken Point, before holding on tight for a heart pounding descent down the "Road of no Return".

"The Roloff family was looking for a safe and fun family adventure, and they certainly got it with the Broken Arrow tour," said Mike Hermen, Pink Jeep Tours Director of Sales & Marketing. "It's the ultimate way to experience Sedona and it's magnificent splendor."

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

For additional info and more airdate listings, visit <http://tlc.discovery.com>.

###