



NEWS RELEASE

*For Immediate Release*

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**Local Guide for Pink Jeep Tours to Present at Regional Interpretation Workshop**

Sedona, AZ (February 20, 2008) - Pink Jeep Tours' National Association for Interpretation (NAI) certified guide, Mike Peach, will be a presenter at the 2008 NAI Region 8 Interpreters Workshop in Phoenix, AZ on February 28 - March 2 at the Desert Outdoor Center, Lake Pleasant Regional Park.

Pink Jeep Tours is the only tour company in Sedona with guides certified by the NAI. "Good interpretation offers our guests an increased awareness of Sedona's cultural and natural resources and our certified interpreters deliver a higher caliber of information," said Shawn Wendell, owner of Pink Jeep Tours.

Peach has worked at Pink Jeep Tours for 12 years. "It's our hope that after a Pink Jeep Tour, our guests will feel inspired to begin a journey of self education and revelation about the resources in their own locality," added Peach.

Peach is also a Certified Interpretive Trainer (CIT) and Certified Interpretive Guide (CIG). As an interpretive trainer, Peach has the certification to train other guides. He will present the session "Getting Beyond What It Means: A Left- and Right-Brained Approach to Interpreting Rock Art" on Saturday, March 1. The presentation will provide the guides in attendance with new ways to give interpretations of rock art and touch on how symbols are used across cultures and in our society today.

"The job of an interpreter is to reveal connections with the ecosystems and cultivate an appreciation for the natural and cultural surroundings for our guests," said Peach. "That kind of illumination is what interpretation is all about."

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Attendees to the workshop will acquire strong interpretive/education training and innovative how-to techniques, while networking with 100 or more colleagues and professionals from across Arizona, southern California and Clark County

Nevada (Las Vegas area). The NAI currently serves approximately 5,000 members in 32 countries. Individual members include those who work for the USDA Forest Service, U.S. Fish and Wildlife Service, the Bureau of Land Management, and the National Park Service, and other organizations that belong to the heritage interpretation industry.

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 Peach or Pink Jeep Tours call (800) 873-3662 or visit [www.pinkjeep.com](http://www.pinkjeep.com).

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