

NEWS RELEASE

For Immediate Release



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PINK JEEP TOURS WINS KEEP SEDONA BEAUTIFUL AWARD

Sedona, Ariz (Jan. 13, 2009) – For its continued efforts in preservation, Pink Jeep Tours will be honored with the Keep Sedona Beautiful Award of Excellence on Sunday, February 8, at Los Abrigados Resort from 11:30 a.m. to 1:30 p.m.

Each year Keep Sedona Beautiful honors individuals, businesses and organizations for doing their part in keeping Sedona beautiful through architectural design, landscaping, lighting, signage, conservation and outstanding community service.

“Preserving the timeless beauty of Sedona has always been a priority for our company,” said Mike Hermen, director of marketing, Pink Jeep Tours. “Continued education for the respect of Arizona’s natural wonders is among the greatest success that can be measured by our projects.”

Pink Jeep Tours partnered with the U.S. Forest Service and the Friends of the Forest to help preserve Sedona for generations to come. The Site Host Program at the Honanki Heritage cliff dwelling and rock art site established by Pink Jeep Tours acts as the first point of contact for the visiting public. Pink Jeep Tours pays for the site host position, which is staffed seven days a week.

Pink Jeep Tours also developed the complimentary Off-Road Learning Program called R.O.C.K.S. (Reinforcing Our Children’s Knowledge of Sedona) for fourth-graders. The annual program is a cultural excursion that takes the students to the Honanki ruins and combines the thrill of an off-road adventure with fun and educational activities that encourage a love of nature and a respect for fragile eco-systems.

For more information on the awards, visit the Keep Sedona Beautiful website at www.keepsedonabeautiful.org. For more information on Pink Jeep Tours call (800) 873-3662 or visit www.pinkjeep.com.

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

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