



FOR IMMEDIATE RELEASE

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**PINK JEEP TOURS OFFERS THE BEST DAM PRICE: WELCOME SUMMER WITH
“PINK TAG SALE” ON HOOVER DAM UPGRADE TOP TO BOTTOM TOUR**

Reduced Tour Rate Commemorates the Start of Summer on June 21

LAS VEGAS (June 2009) – From the top to the bottom, guests will experience Hoover Dam for an incredible value this summer. Pink Jeep Tours’ popular Hoover Dam Top to Bottom Tour regularly priced at \$156 per person will be available for the “Pink Tag Sale” price of \$129 per person starting June 21 and running through Aug. 31.

Guests arrive to Hoover Dam via the Tour Trekker, the first-of-its-kind, high-end, state-of-the-art sightseeing vehicle. This comfortable, luxurious vehicle has seating for up to 10 passengers so guests will truly enjoy this “small group” experience. Pink Jeep’s professional tour guides escort guests throughout the tour. The tour begins with ample time to explore this national historic landmark and engineering wonder of the world. Learn about the dam’s history and construction and see the exhibit gallery, observation deck and venture down to the observation room in the power plant to view the massive generators.

From there, guests venture from the top of the dam to the bottom where they are transported to the Colorado River by van on the Lower Portal Road, the same road where dam construction crews traveled every day. Guests will see the original gauging station, old desilting tank and the dynamite storage bunkers used during construction. Then, a guided Colorado River float tour by raft offers close-up views few people have ever seen of Hoover Dam, diversion tunnels, its mighty power plants and Black Canyon.

During the boat portion, guests experience an excellent view of the Hoover Dam Bypass Project and construction of the nearly 2,000-foot-long bridge spanning more than 900 feet above the river.

For more information, call Pink Jeep Tours at (702) 895-6777 or go to www.pinkjeep.com.

ABOUT PINK JEEP TOURS – LAS VEGAS, INC.

Experience the "natural side" of Las Vegas. Founded in 1958 in Sedona, Ariz., Pink Jeep Tours is the premier off-road tour company in the Southwest. *Nevada Magazine* readers recently 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. Off-road has never been so civilized. For more information, go to www.pinkjeep.com.

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