



**Pink Jeep Tours & Nevada Cancer Institute Again Join Forces for  
“TREK FOR THE CURE”  
For Breast Cancer Awareness Month**

**For Immediate Release**

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**Las Vegas –September 14, 2009** – Pink Jeep Tours and Nevada Cancer Institute (NVC I) are again making tracks to beat breast cancer! Pink Jeep Tours and NVC I will once more partner up to honor October’s Breast Cancer Awareness month with the 2<sup>nd</sup> Annual “Trek for the Cure.”

Throughout October, Pink Jeep Tours will donate \$4.90 from the sales of all Red Rock Canyon Tours to NVC I. Founded in 1958 in Sedona, Ariz., \$4.90 represents 49 years of Pink Jeep Tours’ brand as the premier off-road tour company in the Southwest; the Red Rock Tour Canyon was singled out not only because of its popularity but also because of its proximity to NVC I’s Summerlin location.

Last year, the partnership was a great success. Pink Jeep Tours increased sales of their Red Rock Tour by 20 percent which in turn, provided a generous donation to NVC I. October 2008 was also the successful launch of Pink Jeep Tours’ new fleet of 12 Tour Trekkers: the luxurious yet rugged first-of-its-kind, high-end, all-terrain, four-wheel drive vehicle, designed to be the ultimate tour vehicle. The company has since doubled its fleet and now has 24 Tour Trekkers in Las Vegas.

“We were very touched by all the support we received from not only our local clients that sold our tours to help the cause, but also from the guests that went on tour,” said Alix Reed, general manager, Pink Jeep Tours. “Nevada Cancer Institute has a lot of fans in our community.”

Breast Cancer Awareness month helps bring focus on the fact that breast cancer is the most common form of cancer in women in the nation. In Nevada it is estimated that in 2009, there will be 1,350 new cases of breast cancer diagnosed. Further, approximately 330 of those Nevada women identified with breast cancer will die in 2009. If detected early, it is estimated that 95 percent of women will survive five years beyond a breast cancer diagnosis.

“We thank Pink Jeep for again partnering with NVC I to bring awareness to this very important issue, while giving back to their community,” said Shelley Gitomer, NVC I vice president of Development.

To book the Red Rock tour reservation in support of NVC I or for more information go to [www.PinkJeep.com](http://www.PinkJeep.com) or call (888) 900-4480.

**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. 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. Off-road has never been so civilized. For more information, go to [www.pinkjeep.com](http://www.pinkjeep.com).

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**About Nevada Cancer Institute**

Nevada Cancer Institute (NVC I) is the official cancer institute for the State of Nevada. A nonprofit organization, NVC I is committed to reducing the burden of cancer by pursuing the development of a comprehensive cancer center, as defined by the National Cancer Institute. Through the knowledge and expertise of the finest scientists, clinicians, educators and caregivers, the Institute provides hope to communities in Nevada, the Southwest and beyond through research, education, early detection, prevention and high quality patient care. NVC I is striving for a future without cancer that is achieved through initiated and collaborative research in basic, clinical and population science. For more information, please visit [www.nevadacancerinstitute.org](http://www.nevadacancerinstitute.org) or call (702) 822-LIFE.

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