



NEWS RELEASE

*For Immediate Release*

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### **Pink Jeep Tours is Title Sponsor of 13th Annual Sedona Taste**

SEDONA, AZ (May 27, 2008) – Pink Jeep Tours will be the title sponsor the 13th Annual Sedona Taste on Sunday, June 8 from 4 to 8 p.m. at Los Abridados Resort & Spa, located off Highway 89A at 160 Portal Lane. Proceeds from Taste of Sedona benefit the scholarship fund for the Boys & Girls Clubs of Northern Arizona.

For more than 45 years, Pink Jeep Tours has been a leader in the Northern Arizona community. It also shows strong commitment to the local community, supporting many charities, community events and organizations. Pink Jeep Tours has been a title sponsor of Sedona Taste since 2001.

"Most of our community outreach benefits the youth and families of our community," said Shawn Wendell, owner of Pink Jeep Tours "Besides sponsoring this major fundraiser for the Northern Arizona Boys & Girls Club, we have started educational programs for fourth-graders at local schools and offer wholesome, family-friendly fun on our tours."

A creekside celebration of fine wine, savory cuisine, and benefit auction, the 2008 Sedona Taste will feature food from award-winning restaurants in the Verde Valley as well as the best wines available from local vineyards. Over 40 restaurants and wine purveyors are participating in this year's event.

Tickets are limited and are \$75 per person. Tickets are for sale at Pink Jeep Tours' headquarters in Uptown Sedona or for further ticket purchase information, visit [www.sedonataste.com](http://www.sedonataste.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 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 Pink Jeep Tours call (800) 873-3662 or visit [www.pinkjeep.com](http://www.pinkjeep.com).

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