



FOR IMMEDIATE RELEASE

Media Contact:
Marina Nicola
Wagner/Junker Agency
(702) 355-0845
marina@wjagency.com

**PINK JEEP TOURS LAUNCHES GRAND CANYON CLASSIC DELUXE TOUR,
FEATURING THE WEST RIM'S BREATHTAKING QUARTERMASTER POINT**

LAS VEGAS (April 2009) – Breathtaking seclusion allows one to take a moment from life to just appreciate and enjoy one of nature's majestic wonders... that is what awaits guests who embark upon Pink Jeep Tours' brand new Grand Canyon Classic Deluxe tour. The popular tour company is currently the only one to be granted access to Quartermaster Point, one of the most remote areas at Grand Canyon West.

Guests travel in the Tour Trekker, Pink Jeep Tours' brand new first of its kind, high-end and spacious sightseeing vehicle. The tour includes brief stops and photo opportunities at the historic Hoover Dam, Lake Mead, the desert community of Dolan Springs and the rugged Joshua Tree forest, then continues to the Grand Canyon's West Rim, home of the Hualapai nation.

“Quartermaster Point provides modern day spiritual significance for Hualapai people to enjoy the splendor and solitude of our homeland. Quartermaster is a peaceful experience with nature at its best,” says Waylon Honga, chief operating officer, Grand Canyon Resort Corporation.

Once at the West Rim, guests travel to awe-inspiring Quartermaster Point, an area named after O.G. Howland who served as Quartermaster in the Union Army under Major John Wesley Powell. The absence of handrails, fences or crowds makes Quartermaster Point a remote and panoramic viewpoint overlooking the magnificent Colorado River. Tour guides offer an optional 20-minute hike to another viewpoint with spectacular views of the canyon and the river few visitors ever experience.

-more-

“Taking customers to remote destinations and providing them with an escorted interpretive tour is our niche. Our custom Tour Trekkers were designed and built to leave the smallest carbon footprint possible,” says Alix Reed, general manager, Pink Jeep Tours. “We feel very privileged to be entrusted in sharing the beauty and the history of this magnificent point.”

Another highlight for the guest is views of the amazing Skywalk. Composed of glass and steel, the transparent walkway extends 70 feet beyond the rim with a nearly 4,000 foot drop below to the canyon floor. Pink Jeep Tours provides door-to-door service from most hotels. Pick up time is 7:30 a.m. The tour lasts approximately nine to 10 hours. The tour price is \$224 per person, plus tax and gratuity and \$32 for the Skywalk.



See the signature Tour Trekker in action at the spectacular Quartermaster



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.

JEEP and the seven slot grille design are registered trademarks of Chrysler LLC used under license.

#