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PINK JEEP TOUR GUIDES GAIN PRESTIGIOUS CREDENTIAL
AS EXPERTS ON GEOLOGY, ARCHEOLOGY
AND OTHER ENVIRONMENTAL TOPICS

*Twelve Additional Las Vegas Graduates Become Certified Interpretive Guides (CIGs),
Bringing Grand Total to 19 Pink Jeep Tour Guides Out of 27*

LAS VEGAS (Feb. 2009) – Anyone can tour Las Vegas, but the challenge is not only educating guests on what they see and experience, but also teaching them more about the great outdoors than ever before. Pink Jeep Tours – Las Vegas, Inc. recently completed another training session and graduated 12 newly-credentialed Certified Interpretive Guides (CIG) who are uniquely qualified to provide a greater understanding of the natural and cultural resources seen on Pink Jeep Tours.

These graduates bring Pink Jeep Tours grand total of CIGs to 19. Training takes place every January and June. Selected tour guides earn this valued designation by undergoing a 32-hour training course over a demanding 4-day period that is kept to 12 students at the maximum due to the intense nature of the sessions. In doing so, they now bestow visitors with a heightened appreciation of the sites they see, while helping to forge emotional and intellectual connections through a more informed "interpretation" of natural details about Las Vegas and its surrounding environment.

“We plan to be 100 percent certified by continuing to educate our staff,” says Richard Scown, head tour guide, Pink Jeep Tours. “This certification substantiates Pink Jeep’s commitment to advanced learning, teaching and stewardship.”

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Pink Jeep Tours is currently the only tour company with Certified Interpretive Trainers (CIT) on their staffs who both teach and train Certified Interpretive Guides.

Pink Jeep Tour guides currently undergo an intensive training program to acquire knowledge of subjects that include flora, fauna, geology, archeology, local history and Native American cultures. By securing this highly-respected distinction from the National Association for Interpretation (NAI), an organization dedicated to advancing the profession of heritage interpretation, these CIGs proudly add a new level of insight and “wow” factor for all guests during the tours.

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. For more information, go to www.pinkjeep.com.

ABOUT THE NATIONAL ASSOCIATION FOR INTERPRETATION (NAI)

The National Association for Interpretation (NAI) is a 501(c) 3 not-for-profit professional organization dedicated to advancing the profession of heritage interpretation, currently serving about 5,000 members in the United States, Canada and more than 30 other nations. Individual members include those who work at parks, museums, nature centers, zoos, botanical gardens, aquariums, commercial tour companies and theme parks. Commercial and institutional members include those who provide services to the heritage interpretation industry.

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