



FOR IMMEDIATE RELEASE

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**PINK JEEP TOURS, NEVADA CANCER INSTITUTE TO LAUNCH INAUGURAL
“TREK FOR THE CURE” FOR BREAST CANCER AWARENESS MONTH**

News Conference Scheduled for Wednesday, Oct. 1 at the Nevada Cancer Institute

LAS VEGAS (Sept. 2008) – Think pink and add a little red. Pink Jeep Tours and Nevada Cancer Institute will kick off October’s Breast Cancer Awareness month with the first annual “Trek for the Cure.” Throughout October, Pink Jeep Tours will donate \$4.80 from the sales of all Red Rock Tours to the Nevada Cancer Institute. Founded in 1958 in Sedona, Ariz., \$4.80 represents 48 years of Pink Jeep Tours’ brand as the premier off-road tour company in the Southwest; the Red Rock Tour was singled out not only due to its popularity, but also because of its proximity to Nevada Cancer Institute’s Summerlin location.

To formally announce this partnership, the outdoor news conference will take place Wednesday, Oct. 1 at 8 a.m. at the Nevada Cancer Institute’s Summerlin campus at One Breakthrough Way (cross streets: Hualapai and Twain) in an open lot, across the street from the main building. October also marks the debut of Pink Jeep Tours’ Tour Trekker, the luxurious yet rugged first of its kind, high-end, all-terrain, 4-wheel drive vehicle, designed to be the ultimate tour vehicle. The current Tour Trekker fleet of 12 will be showcased during the news conference.

“They’re pink, we’re pink. Partnering with the Nevada Cancer Institute for Breast Cancer Awareness month is a natural fit,” says Alix Reed, general manager, Pink Jeep Tours. “Giving back to the community in a meaningful way is important to our culture of the company. This year’s ‘Trek for the Cure’ marks the beginning of a fruitful partnership.”

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During the news conference, the Nevada Cancer Institute will remind all women age 40 and older to get a yearly screening mammogram. “Breast cancer is the leading cancer in women, and the second leading cause of cancer-related death in women. Prevention and early detection are very important,” said Cheryl Martin, M.S.N, A.R.N.P., O.C.N., chief operating officer, Nevada Cancer Institute. “When breast cancer is detected and appropriately treated, it is highly curable.”

To book the Red Rock tour reservation or for more information, go to www.pinkjeep.com or www.nevadacancerinstitute.org 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.

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ABOUT NEVADA CANCER INSTITUTE

Nevada Cancer Institute (NVCi) is the official cancer institute for the State of Nevada. NVCi is accredited by The Joint Commission and is dedicated patient health care quality and safety. A nonprofit organization, NVCi is committed to reducing the burden of cancer by pursuing the development of a comprehensive cancer research institute, 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. NVCi 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 or call (702) 822-LIFE.

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