

NEWS RELEASE
For Immediate Release

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PINK JEEP TOURS TO SPONSOR THE SEDONA TASTE

Sedona, AZ (April 22, 2010) – Pink Jeep Tours is proud to once again be the title sponsor of the Sedona Taste! The 15th Annual Sedona Taste will be held on June 13 from 4:00 - 8:00 pm at Los Abrigados Resort and Spa, located off Highway 89A at 160 Portal Lane. Early bird tickets are now on sale for only \$50 per person through April 30. After April 30 ticket price will go up to \$60 per person.

Proceeds from the Sedona Taste benefit the scholarship fund for the Boys & Girls Clubs of Northern Arizona. "As we celebrate our 50th anniversary this year, we know that our ongoing commitment to the community, especially when it comes to our youth, has played a huge role in our longevity as a company," says Shawn Wendell, owner of Pink Jeep Tours. For the last 50 years Pink Jeep Tours has been a leader in the community, supporting many local charities and events and has been the title sponsor of the Sedona Taste since 2001.

Admission cost grants access to fine food and beverages from some of the area's most esteemed restaurants, wine and beer vendors. The event will include a silent auction for jewelry, art, restaurant gift certificates, fitness packages and getaways. Entertainment will be provided by Sedona's own music group, Outside the Box. Tickets for the Sedona Taste can be purchased at www.apositiveplace.org or by calling 928-282-0122.

Whether visitors are seeking rugged adventure, Native American history and culture, nature, geology, or panoramic vistas, Pink Jeep Tours' 50 years of experience and award-winning excursions are known as the premier "must-do" tours in Sedona.

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 65 vehicles and is the only Jeep tour company with guide trainers certified by the National Association for Interpretation on its staff.

The Boys and Girls Clubs of Northern Arizona provides a positive place for youth and aims to inspire and enable all young people, especially those who need it most, to reach their full potential as productive, caring, responsible citizens.

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