

**NEWS RELEASE**

*For Immediate Release*



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**Pink Jeep Tours Promotes "Tour for the Cure"  
During Breast Cancer Awareness Month**

**Sedona, AZ. (Oct. 2009)** --- Pink Jeep Tours is making tracks to beat breast cancer during Breast Cancer Awareness Month in October! Through the "Tour for the Cure" promotion, Pink Jeep Tours will donate a portion of all tour proceeds in October to the Susan G. Komen Foundation and additionally will accept donations in their reservation center at 204 North Highway 89A in Uptown Sedona.

Information on breast health and breast cancer facts, from the Susan G. Komen Foundation and the Sedona Cancer Center, will be available free of charge. Everyone who takes a tour or donates will receive a pink ribbon sticker.

"Last year we did this promotion and it was so successful that we decided to expand it to the entire month," said Shawn Wendell, owner of Pink Jeep Tours. "We hope additional employee and community donations double or triple what we are donating from tour proceeds."

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.

For more information on Pink Jeep Tours call (800) 873-3662 or visit [www.pinkjeep.com](http://www.pinkjeep.com).

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