



NEWS RELEASE

For Immediate Release

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Pink Jeep Tours Wins Governor's Tourism Award

Sedona, AZ (July 15, 2008) -- Pink Jeep Tours' ongoing environmental preservation efforts have been recognized for the conservation of Arizona's natural legacy. The Site Host and R.O.C.K.S. Programs established by Pink Jeep Tours at the Honanki Heritage cliff dwelling and rock art site in Sedona was named the winner in the Arizona Preservation category for the 2008 Governor's Tourism Awards, held on Thursday, July 10 in Tucson.

The Site Host Program is essential to the promotion of good site etiquette at the Honanki Heritage site. Pink Jeep Tours pays for the site host position, which is staffed seven days a week. Pink Jeep Tours is in partnership with the U.S. Forest Service and the Friends of the Forest, a local Sedona volunteer group.

Pink Jeep Tours also developed the complimentary Off-Road Learning Program called R.O.C.K.S. (Reinforcing Our Children's Knowledge of Sedona), a cultural excursion that takes the students to the Honanki heritage site in the Pink Jeeps. Fourth grade students from three elementary schools in the Sedona area participate.

"The judges chose these projects because both the Honanki Site Program and R.O.C.K.S. education program have proven to be a great success in both the preservation of the ruins as well as educating the general public on the native history of the area," said Kiva Couchon, Communications Manager for the Arizona Office of Tourism. "Both programs combine a thrill of outdoor adventure with fun and educational activities that encourage a love of nature and a respect for fragile eco-systems like the Native American cliff dwellings."

The Arizona Preservation award is presented to the individual, organization or community that has made the most significant contribution toward the preservation of

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some aspect of the natural, cultural or aesthetic legacy of Arizona. The Governor's Tourism Awards are given each year to honor significant contributions to the Arizona tourism industry.

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 63 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.

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