

NEWS RELEASE  
*For Immediate Release*

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## **PINK JEEP TOURS' HEROIC GUIDES HONORED BY THE SEDONA FIRE DEPARTMENT**

Sedona, AZ (June 21, 2010) – Three of Pink Jeep Tours' heroic guides will be honored by the Sedona Fire Department on June 23 at 3 pm at Fire Station #1, 2860 Southwest Drive, Sedona, AZ. Cindy Brennan, Chris Dwyer, and Steve Carroll assisted an injured hiker out of Chicken Point on April 11, 2010. The area is one of the breathtaking stops along the company's original Broken Arrow Tour in the outback of Sedona.

All of Pink Jeep Tours' guides are CPR and First Aid trained and certified by the National Association for Interpretation. "It is important that our guides are well trained and prepared to handle the unexpected," says Shawn Wendell, owner of Pink Jeep Tours. "While we have a perfect safety record on our tours, it is not uncommon for visitors who venture out on their own to get themselves into compromising situations."

The company's assistance in April was not the first time their trained tour guides have come to the rescue. In November of 2008 five highly modified Jeeps and Pink Jeep Tour guides helped emergency crews get closer to the scene of a plane crash site north east of Sedona on Schnebly Hill Road.

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.

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