



**FOR IMMEDIATE RELEASE:**

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**EXCLUSIVE POW WOW 2010 ANNOUNCEMENT:**  
**PINK JEEP TOURS BRINGS NICHE TO GRAND CANYON SOUTH RIM AND**  
**FEATURES CULTURAL AND HISTORICAL CITY TOURS**

Las Vegas (April, 2010) – Prestigious Southwest Tour company and industry leader Pink Jeep Tours is celebrating a milestone this year and is introducing some new and incredible, promising products.

**First and Foremost** - The first Jeep tour operator in the United States and one of the oldest businesses in Sedona, Pink Jeep Tours is proud to be celebrating its 50<sup>th</sup> anniversary in 2010. It was founded in 1960 by Don Pratt, a local business man who took potential clients by jeep to see back country real estate in the Sedona Area.

The iconic “pink” jeeps came to be after Pratt visited the Royal Hawaiian Hotel on Waikiki Beach, where everything was pink; vehicles, buildings and uniforms. Shawn Wendell purchased the business in 1988 and expanded the company to Las Vegas in 2001. Their 50 years of experience and award-winning excursions are known as the premier "must-do" tours in the southwest.

**Second Announcement** – Once again, Pink Jeep Tours brings unique products to Pow Wow:

**South Rim Grand Canyon**

Pink Jeep Tours brings their niche to the Grand Canyon South Rim, one of the best selling destinations in the southwest. Their product offers a unique small group experience that will allow guests to have more control over their tour. Guests will be escorted throughout the entire tour by Pink Jeep Tours’ professional tour guides in their custom, one-of-a-kind luxury Tour Trekker.

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Pink Jeep Tours has partnered with Xanterra South Rim, LLC on providing a sit down delicious lunch with spectacular and unmatched views in The Arizona Room at the Bright Angel Lodge.

“People travel from all over the world to experience the Grand Canyon,” said Alix Reed, General Manager of Pink Jeep Tours-Las Vegas. “By adding the Grand Canyon South Rim Tour, we now offer three distinct tours to one of the Seven Natural Wonders of the World; South Rim, West Rim and Toroweap, the northwest rim.”

**Tour Information:**

Light breakfast and lunch included

Tour Time: Approx. 13 hrs.

Price: \$239 per person

**Cultural and Historical City Tours**

Customers discover a different perspective of Las Vegas, its beauty, history and future on a tour that starts at the fresh-water spring where it all began thousands of years ago. The Springs Preserve’s ORIGEN Experience showcases fascinating interactive exhibits that capture the spirit of the land, earliest inhabitants and the many possibilities for the future of Las Vegas.

Guests will witness the transformation of a small desert town into one of the world’s most popular travel destinations. They’ll get a close-up view of the Mojave Desert and some of its more reclusive residents in natural settings. Guests will explore state-of-the art galleries and travel along the Las Vegas Strip to popular and historical landmarks.

**Tours Information:**

City Tour Classic

Tour Time: Approx. 3 hrs.

Price: \$74 per person

City Tour Upgrade

Tour Time: Approx. 4.5 hrs

Price: \$109 per person

**About Pink Jeep Tours – Las Vegas, Inc.**

Experience the "natural side" of Las Vegas. Founded in 1960 in Sedona, Ariz., Pink Jeep Tours is the premier off-road tour company in the Southwest. *Nevada Magazine* readers recently 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 11 tours showcasing the southwest’s breathtaking landscape. Off-road has never been so civilized. For more information, go to [www.pinkjeep.com](http://www.pinkjeep.com). Or call Pink Jeep Tours at (702) 895-6777

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