

FOR IMMEDIATE RELEASE – April 27, 2011

The Africa Adventure Company
Contact: Sarah Taylor
TEL: 1-800-882-9453
Email: Safari@AfricanAdventure.com
Website: www.AfricanAdventure.com



FORT LAUDERDALE, Florida – Africa Adventure Company’s *“Eyes on Elephant”* trip has been selected as one of this year’s *National Geographic Traveler* magazine’s prestigious *“50 Tours of a Lifetime”* for 2011. The honorees have been chosen for being the most authentic, most innovative, most immersive, best -guided and most sustainable tours of the year.

National Geographic Traveler Senior Editor, Norie Quintos, headed up the project and explains “The outfitters we selected continue to find new ways travelers can connect with place and people. More and more, it’s about human interaction.”

Celebrating their 25th anniversary, The Africa Adventure Company (AAC) has received frequent recognition as a leading outfitter in the African safari industry. In 2009 *National Geographic Adventure* magazine selected AAC as one of the **“Best Adventure Companies on Earth”** with the innovative eight-day “Ethiopia and Omo River Valley” chosen by *National Geographic Adventure* magazine as the featured trip. Increasingly popular among AAC clients looking for an authentic adventure, the trip includes mobile camping on the banks of the Omo River and the cultural immersion of visiting some of the most remote tribes in Africa.

“Eyes on Elephant” is a 15-day trip to Zimbabwe that was introduced to celebrate Africa Adventure Company’s 25th anniversary in the safari business this year. Since the beginning, the company has been a loyal supporter of Zimbabwe. “Even during the years when the country was in political turmoil we were sending clients there” Mark recalls. “We saw it as a true conservation effort as the park fees kept anti-poaching teams in place, guests in the safari camp kept staff members employed and our dedicated contributions supported local communities.”

To be recognized in 2011 as having one of the **“50 Tours of a Lifetime”** by *National Geographic Traveler* magazine is especially thrilling for owners Mark and Alison Nolting. Alison Nolting was born and raised in Zimbabwe and Mark has traveled frequently there, falling in love with the true walking adventure that it offers .

This itinerary was designed after an amazing adventure -packed experience with their two teenage sons last August. The 15 -Day **“Eyes on Elephant”** highlights the ultimate experiences in Zimbabwe including the thrill of walking safaris and canoeing down the Zambezi River. Led by three of the top professional guides in southern Africa - Nic Polenakis, Dave Carson and Nick Murray, safariers will be thrilled by the proximity they will get to the animals. “This is a one-of-a-kind adventure and the best way to get up close to nature, especially elephants,” said Alison.

Nic Polenakis received an additional honor when he was selected by *National Geographic Traveler* as one of the “10 Great Tour Guides” for 2011. A personal friend of Alison and Mark Nolting, Nic is a native Zimbabwean and although he has guided throughout Africa, his favorite domain is his home country. “A safari in Zimbabwe allows for a real hands -on experience and is the closest one will ever come to touching the raw soul of Africa,” said Nic.

The Africa Adventure Company continues to create unique itineraries and exposing the safarier to an adventure symbiotic with nature. For Information and reservations please contact The Africa Adventure Company at 1 -800-882-9453 or www.AfricanAdventure.com