



**Press Release**

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Tour Operator Humanitarian Award 2011

**The Africa Adventure Company is Honored with a Tanzania Tourist Board Award**

New York, NY – October 12, 2011 – The Africa Adventure Company has been honored with the Tour Operator Humanitarian Award 2011 from the Tanzania Tourist Board (TTB) for their ongoing contribution to local communities in Tanzania.

The award was presented to Mark Nolting, owner and President, by the Honorable Ezekiel Maige, Minister of Natural Resources and Tourism as part of TTB’s 2011 Annual Tourism Awards on September 23, 2011 in Washington, D.C. The TTB’s Annual Tourism Awards were created in 2000 to recognize and show appreciation to the travel professionals and media who have worked hard promoting and selling Tanzania in the US market. The Africa Adventure Company also received an award in 2000 in recognition of their support of the Southern Circuit of Tanzania.



For 25 years the award-winning travel outfitter and leading Africa specialist has passionately supported education, community and wildlife conservation programs in local communities throughout Africa. Specifically in Tanzania, the Africa Adventure Company supports many projects and encourages their clients to take part as well.



One of the many Africa Adventure Company programs that benefit local communities is the sponsorship of 29 children in Tanzania. The company personally allocates \$15,000 towards scholarship funds for these students, who are all children of guides in the Africa Adventure Company team. This is complimented by the very popular annual Guide of the Year award.



In addition, The Africa Adventure Company offers travelers the opportunity to participate in community and conservation projects while on safari. On the “8-Day Ndarakwai Voluntourism in Tanzania” trip guests help further conservationist Peter Jones’s goal of restoring the wildlife populations on his community-based 11,000-acre Kilimanjaro Conservancy.

Guests actively participate in projects like building classrooms at the local Maasai school, anti-poaching support, weeding out non-indigenous plants, and environmental work with elephants.

The company also arranges for visits at Tenguru School in Arusha where clients can join in the ongoing partnership of uplifting the school children. The Africa Adventure Company matches donations made by clients and facilitates donations to schools in Arusha and Karatu, as well as the Tumaini orphanage.

"Our efforts are small in comparison to many. However, to make a difference to the life of a young student in Tanzania increases the chance that they can be a leader in the future of conservation for their country," Alison Nolting said.



### About Africa Adventure Company

Africa Adventure Company is an award-winning travel outfitter and leading Africa specialist celebrating its 25<sup>th</sup> anniversary in the safari business this year. The company is known for planning excellent value and well orchestrated safaris to over 14 African countries. A tour designed by Africa Adventure Co is one of 50 Tours of a Lifetime - *National Geographic Traveller, May 2011*. In the future, Africa Adventure Company plans to concentrate on what they do best, which is to provide a refreshingly passionate approach to creating personalized, life-changing experiences for first time and returning travelers. They pride themselves on planning personalized safaris of a lifetime with a commitment to sustainable tourism and eco conservation, while promoting camps that are symbiotic with nature and the community and offering exquisite game viewing with top notch guides. Their expert team of safari consultants has all traveled to Africa and strives to provide valued advice with a customized approach. The team is managed and directed by Mark and Alison Nolting, two people whose combined experience and knowledge of Africa is unsurpassed in the safari business. Mark is the author of *Africa's Top Wildlife Countries*, an award-winning guide book now in its 7<sup>th</sup> edition that is considered by the travel industry as the quintessential guide for planning a safari, and the *African Safari Journal*, a diary, phrase book and wildlife guide, all in one.



For more information about Africa Adventure Company, visit their website at [www.AfricanAdventure.com](http://www.AfricanAdventure.com) or call 1 (800) 882-9453.

