

For Immediate Release



Contact: Anna Stancioff
Hawkins International Public Relations
1-212-255-6541
anna@hawkpr.com

Or: Nadia Le Bon
Director of Special Programs
Mountain Travel Sobek
1-800-282-8747, ext. 6024

EXPLORING THE UNBEATEN PATH IN EASTERN EUROPE

Mountain Travel Sobek Adds Four New Trips for Summer 2008

EMERYVILLE, CA—March 6, 2008—Eastern Europe is a giant playground for active travelers and explorers of the unbeaten path, and now that peace has been restored after a decade of conflict, the region is ripe for exploration. Mountain Travel Sobek, renowned for its pioneering spirit and innovative trips to uncharted territories, just recently added four new trips to this region since the publication of their 2008 catalog. This complements their already full range of exciting hiking and multisport trips there, to countries including Bosnia and Herzegovina, Croatia, Czech Republic, Georgia, Montenegro, Bulgaria, and Slovenia.

“Many points east of the Adriatic are yet to be discovered by masses of tourists,” said Anne Wood, Mountain Travel Sobek Europe Program Director and USAID consultant in Croatia, “which is why I’m eager to develop itineraries that will allow our guests to experience it before everyone else does!”

Croatia: Kayaking the Dalmatian Coast

Novice and veteran sea kayakers alike will find a paddler’s paradise in the islands of Croatia’s Elafiti Archipelago off the coast of Dubrovnik. In between paddling from island to island in the crystal-clear waters of the Adriatic Sea, participants will explore inland lakes and ancient monasteries, stroll through fortified towns and countryside villages, relax on sandy beaches and in outdoor cafes, and enjoy some of the area’s noted seafood and wines. The trip will be led by Sobek co-founder John Yost, who fell in love with this area in 2007 while scouting Mountain Travel Sobek’s Adventures in Croatia multisport trip. 9 days, from \$3,995. Departs May 29, 2008.

Georgia & Turkey: Black Sea Whitewater

What do you get when you combine an old favorite with the new kid on the block? In this case, whitewater heaven! It is hard to imagine any rapids more rambunctious than those offered on the thrilling Çoruh River, an MTS classic since the 1970s, and the freight train action of the Rioni River, Mountain Travel Sobek’s newest discovery. These two Class IV/V rivers are an incomparable package for serious rafters—two countries and two great rivers in one! In between, participants will enjoy diverse cultures, stunning scenery, and a millennium of history. 13 days, from \$3,795. Departs June 1 and June 15, 2008.

Georgia: Trekking the Georgian Caucasus

Russia expert and longtime Mountain Travel Sobek trip leader Rob Smurr will lead this unique eight-day, off-the-beaten-path trek among the Caucasus’s highest peaks, with distant views of Mount Kazbek, the spectacular mountain on which Prometheus met his fate. Along the way participants will discover Georgia’s rich Eastern Orthodox culture, sample unforgettable wines, and have the opportunity to enjoy occasional meals with families. This particular trek is not offered by any other company. 14 days, from \$3,795. Departs Sept. 2, 2008.

Russia: Climb Elbrus

Adventurers looking for a greater challenge can tackle an ascent of Mount Elbrus (18,510'), the highest mountain in Europe and one of the famous "seven summits"—the highest peaks on each of the seven continents. Set among the landscapes of the Caucasus Mountains of Russia, Elbrus is home to deep forests of poplar and beech, alpine meadows carpeted with wildflowers, and some 22 glaciers. The route followed on this Mountain Travel Sobek climb is not technically difficult and doesn't require glacier travel, but does require the use of crampons and an ice axe in steep, snowy terrain. 10 days, from \$3,495. Departs Aug. 16, 2008.

Ever since their inception in 1969, Mountain Travel Sobek has sought to introduce active travelers to the world's best adventure destinations, from Alaska to Antarctica, from Zanzibar to Zambia. All Mountain Travel Sobek adventures feature expert trip leaders and distinctive itineraries for passionate travelers who want to explore the planet's fantastic diversity of landscapes, cultures and wildlife.

For more information on these itineraries, or to inquire about Mountain Travel Sobek's exciting adventures, call **1-888-MTSOBEK (687-6235)** or visit **www.mtsobek.com**.

Note to Editor: Images and interviews are available upon request. For further press information, please call Anna Stancioff at Hawkins International Public Relations at 1-212-255-6541.

###