

For Immediate Release



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TREK THE GREAT TRAILS OF NORTH AMERICA!

Ultimate Summer Adventures with Mountain Travel Sobek

EMERYVILLE, CA—April 10, 2007—As the world continues to shrink, adventure travelers search the globe for exciting hiking opportunities, but often overlook the sensational assets of our own North American “backyard.” Mountain Travel Sobek, North America’s leading adventure travel company and widely known for their fully-supported treks to worldwide destinations, offers hikers the chance to experience some of North America’s most famous long-distance trails—but without the rigors of carrying a heavily overloaded backpack! This summer, participants can hike New Hampshire’s Appalachian Trail, Alaska and Canada’s Chilkoot Trail, and both halves of California’s celebrated John Muir Trail in true supported trek style. (A hiking trip on Colorado’s Continental Divide Trail will be offered in 2008.)

Each trip showcases a special aspect of the American wilderness and introduces hikers to the joys and rewards of long-distance trekking. On all trips, most of the gear—camping equipment, food, and commissary equipment—is carried by mules or porters (the Appalachian Trail is lodge-based), so all participants will need to carry a large daypack with their personal items.

As a further incentive, those who do all four trips with Mountain Travel Sobek within five years will be awarded a free *Hiking the Grand Canyon* trip! (www.mtsobek.com/mts/hgc)

California: The John Muir Trail

The John Muir Trail is arguably the most beautiful long-distance trail in the world, graced by an unsurpassed panorama of 13,000- and 14,000-foot peaks, countless lakes, verdant meadows, and huge granite walls. It begins in the Yosemite Valley, follows the spine of the Sierra Nevada south, and ends 212 miles later at the summit of Mount Whitney (14,495'), the highest peak in the continental United States. MTS has broken down the venerable trail in two parts: “southbound,” from Florence Lake to the summit of Mount Whitney; or “northbound” (**new!**), from Florence Lake to Tuolumne Meadows in Yosemite National Park. **Southbound:** 17-day trip begins Aug. 10, Aug. 31, and Sept. 1. From \$4890. **Northbound:** 13-day trip begins Aug. 9. From \$4390. (www.mtsobek.com/mts/jmt or www.mtsobek.com/mts/jmn).

New Hampshire: The Appalachian Trail

The “A.T.” is the granddaddy of American hikes and this 30-mile piece of trail is as scenic—and as rugged—as it gets. Participants will hike through the White Mountains of New Hampshire, from wooded valleys to alpine summits, culminating with an ascent of legendary Mount Washington. At the end of the day, they will tuck in for hearty meals and warm beds at a series of classic Appalachian Mountain Club lodges! 8-day trip begins July 22, Aug. 19, and Sept. 9. From \$1990. (www.mtsobek.com/mts/app)

Alaska & Canada: The Chilkoot Trail

After Skookum Jim plucked a nugget from Rabbit Creek, the 1898 Klondike Gold Rush was on! To get there, prospectors fought their way up the Chilkoot Pass, 32 miles of the hardest, meanest hiking anywhere. Today the trail

is better, but the spirit of adventure lives on beneath the midnight sun. 7-day trip begins June 25 and Aug. 13. From \$1990. (www.mtsobek.com/mts/chl)

For more information, see the individual trip pages on the Mountain Travel Sobek website (see URLs above) or call 1-888-MTSOBEK (687-6235). Mountain Travel Sobek wrote the book on adventure travel, pioneering the concept of small-group adventure travel some 38 years ago, and has been exploring the world in imaginative ways ever since. It is the most experienced company you can choose for a trip to a remote place, and you can count on them to make your trip safe, memorable, and fun.

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.

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