

*For Immediate Release*



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## WHAT'S "HOT" IN AFRICA? WALKING SAFARIS!

### *Mountain Travel Sobek Adds New Exploratory Adventure in Kenya*

EMERYVILLE, CA—January 22, 2008—Imagine walking close to wildlife, possibly even putting your own footprint in that of an elephant's who passed just before you, or examining the fascinating minutia missed from a vehicle. This is the best way to experience the legendary Africa that existed a century ago—remote and far from the crowds, and Mountain Travel Sobek, the leader in adventure travel and a pioneer of foot safaris in Africa, offers several ways to experience Africa up close.

Walking safaris have always been a popular mainstay of Mountain Travel Sobek's offerings, as they give participants a deeper awareness of their surroundings, but of late there has been an increased surge of interest, due to adventure travelers wishing to experience the "real" Africa beyond the usual crowded game lodges and safari circuits. To meet this demand, Mountain Travel Sobek has added a new walking safari through Kenya's unspoiled Maasailand, where few outsiders have ventured, a walking component in the Serengeti to their Tanzania safari adventure, and extra departures to existing trips.

- The just-added ***A World Apart*** is an exploratory adventure following ancient Maasai trails across the unspoiled, culture- and game-rich country between the Great Rift Valley and the Loita Hills, spiritual homeland of the most traditional Maasai, and through the remote Nguruman forest and its breathtaking escarpment laden with lush mountain glades and huge waterfalls. 14 days, from \$6,895. Departs Sept. 28, 2008. For details, see [www.mtsobek.com/mts/kes](http://www.mtsobek.com/mts/kes).
- New this year on the classic ***Ultimate Tanzania Safari*** adventure is a three-day walking safari in the celebrated Serengeti. This activity has only recently been allowed by the Tanzania National Parks (TANAPA) and **Mountain Travel Sobek is the first to offer it commercially**. 12 days, from \$4,995. Departs March 3, June 1, June 28, July 27, Sept. 21, and Dec. 21, 2008. For details, see [www.mtsobek.com/mts/uts](http://www.mtsobek.com/mts/uts).
- Departures have been added to Mountain Travel Sobek's award-winning ***The Great Walk of Africa*** itinerary, a 110-mile game tracking walk across Kenya's Tsavo National Park, once a classic hunting ground for renowned big game hunters. The trip sports all the glamour of a turn-of-the-century hunting safari, but substitutes cameras for the rifles of days gone by! Walking is normally prohibited in East African national parks, but **Mountain Travel Sobek has an exclusive permit for this trip**. 14 days, from \$6,395. Departs June 15, July 29, Aug. 10, and Sept. 15, 2008. For details, see [www.mtsobek.com/mts/tgw](http://www.mtsobek.com/mts/tgw).
- ***Walking in Zambia*** focuses on the Luangwa Valley, an Eden-like paradise with huge concentrations of wildlife and the lowest people-to-animal ratio in Africa. Participants experience the freedom of Africa's untamed wilderness while walking from one well appointed bush camp to another. 10 days, from \$4,695. Departs June 16, July 14, Aug. 4, Aug. 25, Sept. 1, Sept. 15, Oct. 6, and Oct. 20. For details, see [www.mtsobek.com/mts/zsl](http://www.mtsobek.com/mts/zsl).
- **New for 2008! *South African Trails*** offers a host of varied activities, including a three-day walking safari in Umfolozi, Africa's oldest game reserve and home to the legendary "Big Five." Other segments of the trip include

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trekking the high peaks of the Drakensberg; swimming, snorkeling, and beachcombing in a World Heritage Site marine reserve; and learning about the country's past and present-day Zulu life and political history. 15 days, from \$5,795. Departs Aug. 22 and Sept. 6, 2008. For details, see [www.mtsobek.com/mts/sat](http://www.mtsobek.com/mts/sat).

- **New for 2008! *Rufiji River Safari*** is a rafting and walking safari in the heart of Tanzania's legendary Selous Game Reserve, the largest and perhaps the wildest in Africa. This is Africa as Livingstone saw it, and Mountain Travel Sobek guests will enjoy fantastic wildlife viewing by raft and on foot. This is the company's latest entry in the Sobek Signature Series, revivals of classic Sobek trips of earlier years. 15 days, from \$4,500. Departs Dec. 21, 2008, and Jan. 11, 2009. For details, see [www.mtsobek.com/mts/ses](http://www.mtsobek.com/mts/ses).

Mountain Travel Sobek has a well established history in Africa adventures: seeking challenges beyond the realm of the conventional, they pioneered walking safaris in East Africa in 1971 and organized the first commercial expeditions on Kilimanjaro and Mount Kenya. Later that same decade, they made the first descents of Africa's Awash, Omo, Rufiji, and Zambezi Rivers, changing the face of commercial river rafting forever. Mountain Travel Sobek offers the best in African adventure and will show you its truly wild face in comfort and safety.

For more information, or to inquire about Mountain Travel Sobek's exciting adventures, call **1-888-MTSOBEK (687-6235)** or visit the website at [www.mtsobek.com](http://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.*