

For Immediate Release



Contact: Jennifer Hawkins
Hawkins International Public Relations
1-212-255-6541
jennifer@hawkpr.com

Or: Robyn Savage
Director of Marketing
Mountain Travel Sobek
1-800-282-8747, ext. 6034

UNVEILING THE MYSTERY OF THE NILE

Mountain Travel Sobek Launches New Trip in Conjunction with IMAX® Film Release

EMERYVILLE, CA—January 7, 2005—In April 2004, two Americans were the first to complete a historic mission: a 114-day, 3,250-mile journey from the Nile's sacred source in Ethiopia to its mouth at the Mediterranean near Alexandria, Egypt. The expedition is the subject of the new IMAX® film *Mystery of the Nile* (to be released in February 2005), and was outfitted by Mountain Travel Sobek, the world's most experienced adventure travel company.

In 2005, Mountain Travel Sobek will launch a new trip, also called *Mystery of the Nile*, which will capture some of the highlights of the original expedition. In the company of renowned adventurer Pasquale Scaturro, the leader of the ground-breaking IMAX® expedition and best known for leading the blind climber expedition of Everest in 2001, and longtime Mountain Travel Sobek river guide Mike Speaks, leader of numerous first descents around the world, participants will trace the expedition's footsteps from the actual source of the Blue Nile to its confluence with the Mediterranean.

After flying into Addis Ababa, the trip begins with a tour of the highlights of Ethiopia's "Historic Route." After a visit to Lalibela, one of Ethiopia's most holy sites with ancient churches hand-hewn out of bedrock, participants will fly to Bahar Dar on the shores of Lake Tana, the highest lake in Ethiopia. From here they will drive to the source of the Nile, hike down its river drainage, and raft a couple of sections of the Blue Nile. Trip members will also circumnavigate Tissisat Falls on foot. The falls are among the highest in Africa (second only to Victoria Falls), and are where the great Blue Nile begins its thousand-mile journey to the Sudan. To come full circle, participants will then fly to Cairo, Egypt, for visits to the famed pyramids and other local sights, then go to the terminus of the Nile River where it exits into the Mediterranean at Rosetta.

The 14-day trip departs Sept. 24 and Oct. 8, 2005. Land cost is from \$3990 (11-18 participants). No previous rafting experience is necessary, but interested participants should have an explorer's curiosity and an expeditionary attitude.

Known as the pioneer in adventure travel, Mountain Travel Sobek has been in operation since 1969 and has a well-deserved reputation for its more than 100 high quality, innovative adventures to destinations in more than 60 countries. Their repertoire includes trekking expeditions, river rafting, adventure cruises to the Galápagos Islands, African safaris, sea kayaking tours, cultural journeys, and much more. For more information on *Mystery of the Nile*, or to inquire about Mountain Travel Sobek's other programs, 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 Jennifer Hawkins at Hawkins International Public Relations at 1-212-255-6541.