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FOR IMMEDIATE RELEASE

Tanzania Charity Safari "Adventures for Hope" Announces Sponsors

San Francisco, CA (June 6, 2011) – Today, Real Life Adventure Travel (<http://www.reallifeadventuretravel.com>) announces in partnership with Project Transcend sponsors of the new charity safari initiative "Adventures for Hope" (<http://www.adventuresforhope.org>). Project Transcend is a California 501(c)(3) non-profit organization whose mission is to transform the lives of the poor and underprivileged communities in developing countries through facilitating, promoting and financial support of community driven organizations and projects that focus on the environment, education, health and self-sufficiency. Together, Project Transcend and Real Life Adventure Travel, a Tanzanian safari company, are operating the inaugural "Adventures for Hope" charity safari in February 2012 to raise much-needed funds for projects that impact the communities in and around Mt. Kilimanjaro.

Sponsors of "Adventures for Hope" include;

- Manyara Ranch Conservancy: "People cannot and should not be fenced out and natural resources cannot be kept under lock and key." Following this philosophy, Manyara Ranch Conservancy was created to protect a critical wildlife corridor between Tarangire and Manyara national parks in Northern Tanzania. Guests of this small tented camp enjoy exclusive access to one of Northern Tanzania's most prolific areas of game, coupled with extraordinary guiding in open vehicles to create a perfect East African safari experience.
- Rhotia Valley Tented Lodge: Rhotia Valley, a lovely tented safari camp including only fifteen en-suite tented houses and offering intimate charm and personal service, is more than a hotel. This is a camp AND children's home that supports to the people of the Rhotia area, near the Ngorongoro Crater, where guests directly contribute to the wellbeing of the children.
- Mountain Hardwear: Mountain Hardwear builds the world's most technologically advanced products to enable those people who seek out challenge as a way to progress their own potential in life. The company is offering charity safari participants amazing discounts on gear for the Kilimanjaro climb.

MORE

In 2006, a San Francisco-area doctor and his family experienced a magnificent safari at the hands of Tanzanian native Freddie Chikima, and with that Real Life Adventure Travel was born. Since that time, Freddie and his growing team have been custom creating safaris in Tanzania focused on offering travelers an insider's view of the country. Real Life Adventure Travel is well-known for their Kilimanjaro climbs, with top-notch gear and some of the best guides on the mountain and now as travelers today desire to move away from standard tourist circuits and dig a bit deeper into "real" Africa, Real Life Adventure Travel now also specializes in thoughtfully crafted wildlife and culture Tanzanian safaris.

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- Fit for Trips: Fit for Trips provides fitness programs to get travelers in the optimal physical shape to enjoy adventure travel exactly as the tour operator intended. The company will help participants prepare for the strenuous Mt. Kilimanjaro trek.

"The Adventures for Hope safari program will consist of a Mt. Kilimanjaro climb or a wildlife safari along with several days visiting the actual projects near Mt. Kilimanjaro where the funds raised will be distributed," said Robin Felix, the U.S. representative for Real Life Adventure Travel. "We're creating a community around this first-ever charity safari on our web site, www.adventuresforhope.org, including travelers, properties and our sponsors and I would encourage anyone interested in participating to visit this site and connect with us and fellow travelers to learn more."

To participate in "Adventures for Hope" please contact Robin Felix at robin (at) reallifeadventuretravel.com for an information packet, the safari itinerary and fundraising details. For more information or to inquire about a safari in East Africa, please contact Real Life Adventure Travel at info (at) reallifeadventuretravel.com or visit <http://www.reallifeadventuretravel.com>.

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