



Contact: Robin Felix
Robin(at) reallifeadventuretravel.com
+1.925.631.7978

FOR IMMEDIATE RELEASE

Real Life Adventure Travel Highlights African Conservation Projects

San Francisco, CA (June 1, 2011) – Today, Real Life Adventure Travel (<http://www.reallifeadventuretravel.com>) highlights three African Conservation Projects across Tanzania that are driving both cultural and wildlife preservation right now. Projects including Manyara Ranch Conservancy, Technoserve Tanzania and the Jane Goodall Institute can now all be incorporated into a variety of Tanzania safaris with Real Life Adventure Travel.

Manyara Ranch Conservancy has been in development for nearly a decade, and today successfully protects a critical wildlife corridor between Tarangire and Manyara national parks in Northern Tanzania. Here Real Life Adventure Travel guests enjoy exclusive access to one of Northern Tanzania's most prolific areas of game, coupled with extraordinary guiding in open vehicles and a firsthand look at a new approach to conservation via private conservancy in Tanzania.

Technoserve Tanzania is an organization that helps farmers make the transition from subsistence farming to commercial production. One project highlighted in Real Life Adventure Travel's safari collection helps coffee farmers to produce higher-quality beans for the premium coffee market. Programs such as this build up communities and help prevent poaching of endangered wildlife, which often results when local economies are depressed and people must resort to poaching to earn a living.

The Jane Goodall Institute has received global recognition for outstanding work to improve understanding and treatment of great apes through research, public education and advocacy and also contributes to the preservation of great apes and their habitats by combining conservation with education and promotion of sustainable livelihoods in local communities. Real Life Adventure Travel's new "Remote Tanzania: Tango with Chimps" safari offers travelers the opportunity to trek in the dense forest on the shores of Lake Tanganyika to view chimpanzees in the wild alongside guides who were trained at the Jane Goodall Institute.

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.

PAGE 2

"For years we've been bringing travelers across Northern Tanzania, as far as the remote shores of Lake Tanganyika, and now through these pioneering African Conservation projects our travelers can learn about and support these organizations simply by traveling and experiencing Africa," said Robin Felix, the U.S. representative for Real Life Adventure Travel. "All three of these conservation projects follow the same conservation philosophy; *People cannot and should not be fenced out and natural resources cannot be kept under lock and key.* We strongly believe that the future of conservation in Africa involves local communities and wildlife living in harmony."

For more information about African conservation projects visit the Real Life Adventure Travel blog at <http://www.reallifeadventuretravel.com/blog> or search for the company on Facebook. 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>.

END

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. www.reallifeadventuretravel.com