



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

FOR IMMEDIATE RELEASE

**Project Transcend and Real Life Adventure Travel Announce New Tanzania
Charity Safari Initiative "Adventures for Hope"**

San Francisco, CA (April 21, 2011) – Today, Real Life Adventure Travel (<http://www.reallifeadventuretravel.com>) announces in partnership with Project Transcend, a new African charity and safari initiative "Adventures for Hope". 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. Real Life Adventure Travel, a Tanzanian safari company, operates highly regarded climbs on Mt. Kilimanjaro and has recently launched a complete portfolio of wildlife and cultural safaris throughout Tanzania. Together, Project Transcend and Real Life Adventure Travel through "Adventures for Hope" will offer travelers the opportunity to raise much-needed funds for projects that impact the communities in and around Mt. Kilimanjaro.

"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. "Those participating in either the Mt. Kilimanjaro climb or the safari will need to raise a minimum of \$10,000. Once participants raise \$10,000 they have covered the cost of their trip and raised funds for two outstanding projects on the ground in Tanzania! These trips will run in February 2012 so we're excited for our Adventures for Hope team to start raising funds as we head into the summer months and plan for a thrilling, and worthwhile, safari in Africa come January."

"Adventures for Hope" funds raised will go to support two great causes with projects based in Tanzania, including; Direct Relief International, where funds support shipping expenses for medical supplies and Project Transcend (Chikima Girls Integrated Support and Mitigation Foundation), where funds will go towards supporting a girls sewing school and building a new larger school to house the sewing school and other vocational programs.

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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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.