

Lia Esposito
LE Agency
(704) 654-9126
liae@live.unc.edu

NEWS RELEASE

FOR IMMEDIATE RELEASE – 02/01/21

ELDERTREKS ANNOUNCES TRIP GIVEAWAY

TORONTO– ElderTreks announced a new giveaway campaign to promote that booking has resumed for trips scheduled as early as September of 2021. ElderTreks is a company that offers small group exotic adventures for travelers 50 years old and over. The giveaway will offer the “Heart of the Artic” tour package for the winner and one guest. The “Heart of the Artic” tour package allows guests to visit Greenland and Canada over the course of 13 days.

Gary Murtagh, president of ElderTreks, said: “ElderTreks is the best company to plan your next trip with because we are taking COVID precautions very seriously. By September, we believe conditions will be better and vaccine projections are promising. Everyone could use a trip after being stuck outside.”

To enter the giveaway, customers must purchase at least one tour package before March 1, 2021. The eligible tours for the giveaway are in the polar tour category, including trips to Greenland, Canada and the Arctic. Tours range from 6,949 Canadian dollars to \$14,895. The tour lengths range from six to 17 days.

ElderTreks requires customers to complete a COVID screening before and after their arrival at the tour location to ensure their guests' safety. Customers are also encouraged to get the COVID-19 vaccine if they have the opportunity to.

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ElderTreks is the world's first adventure travel company designed exclusively for people 50 years old and over. Established in 1987, ElderTreks provides active, off-the-beaten-path, small-group adventures by both land and sea in over 100 countries. ElderTreks offers wildlife and tribal African safaris, active hiking trips to the Rockies, Himalayas and Andes, expeditions by icebreakers to the Arctic and Antarctic and cultural journeys throughout Asia, South America and much of the world. For more information, visit www.eldertreks.com.

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MEDIA ADVISORY

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ELDERTREKS PRESS CONFERENCE TO DISCUSS NEW GIVEAWAY CAMPAIGN

TORONTO— ElderTreks announced a new giveaway campaign to promote that booking has resumed for trips scheduled as early as September of 2021. ElderTreks is a company that offers small group exotic adventures for travelers 50 years old and over. ElderTreks will host a press conference via Zoom virtual meeting on February 3, 2021 to discuss the campaign.

WHAT: Gary Murtagh will present details of ElderTreks' latest campaign and giveaway. The event will include notable sessions on COVID-19 protocols and Tom Hank's personal experiences with the tours.

WHO: Gary Murtagh, president of ElderTreks, Dr. Anthony Fauci and Tom Hanks will be present at the press conference.

WHEN: The Zoom press conference is scheduled for Wednesday, February 3, 2021. It will begin at 10:30 a.m. we ask all attendees to join the call five minutes before the first session.

Scheduled sessions:

10:30 a.m. Introduction of campaign by Gary Murtagh

11 a.m. ElderTreks' COVID-19 protocol and vaccine discussion with Dr. Anthony Fauci

12:15 p.m. Tom Hanks question and answer about the tours offered

WHERE: The press conference will be held on the virtual meeting platform Zoom. Please use the following Zoom link to join the press conference: <https://unc.zoom.us/ElderTreks>.

DETAILS: Please register for this press conference using ElderTreks' website. Dr. Anthony Fauci and Tom Hanks will be available for 30 minutes following their sessions to talk with the media.

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FACT SHEET

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ELDERTREKS ANNOUNCES NEW GIVEAWAY CAMPAIGN

ElderTreks Resuming Trip Bookings for September of 2021

ElderTreks announced that booking has resumed for trips scheduled as early as September of 2021. To promote this, ElderTreks is offering the chance for customers who purchase at least one polar tour package to be entered into a giveaway. ElderTreks is a company that offers small group exotic adventures for travelers 50 years old and over. The giveaway will offer the “Heart of the Arctic” tour package for the winner and one guest.

ElderTreks’ Featured Polar Tours

- The “Greenland and Wild Labrador” tour visits Greenland, Canada and the Arctic over the course of 15 days for \$9,795.
- The “Heart of the Arctic” tour visits Greenland and Canada over the course of 13 days for \$7,395.
- The “High Arctic Explorer” tour visits Greenland, Canada and the Arctic over the course of 12 days for \$10,195.
- The “Into the Northwest Passage: East to West” tour visits Greenland, Canada and the Arctic over the course of 17 days for \$14,895.
- The “Out of the Northwest Passage: West to East” tour visits Greenland, Canada and the Arctic over the course of 17 days for \$14,895.
- The “Polar Bears of Churchill” tour visits Canada and the Arctic over the course of 6 days for 6,949 Canadian dollars.

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