



Contact: Sarah Fazendin, President
The Fazendin Portfolio, LLC
Sarah@FazendinPortfolio.com
+1.303.993.7906

FOR IMMEDIATE RELEASE

Biggest Earth Day Ever Fast Approaching Top African Travel Providers Promote Sustainable Travel Practices

DENVER, CO (February 26, 2008) – In 1970, Earth Day founder Gaylord Nelson, then a U.S. Senator from Wisconsin, proposed the first nationwide environmental protest "to shake up the political establishment and force this issue onto the national agenda." The Fazendin Portfolio, representing top African travel companies, takes the conservation of Africa's delicate ecosystems very seriously and enthusiastically supports the global environmental initiatives that have been successfully implemented since the first Earth Day nearly four decades ago. Tourists are demanding environmentally friendly options and Africa's finest travel providers are responding with a variety of programs in 2008.

Express Travel Group: The greatest eco-challenge facing Kenya today is finding the perfect balance between utilization and conservation of natural cultural resources to ensure sustainability. Kenya's tourism is dependent on natural and cultural resources both of which can either be degraded or lost altogether if not properly utilized. Express Travel Group's "Green Kenya" itinerary takes all this into careful consideration. By fostering exceptional relationships with some of Kenya's most respected eco-friendly properties, this itinerary combines the best of the classic safari experience with enlightening environmental and community programs.

African Latitude: African Latitude strives to increase working relationships in safari operations with local communities in Kenya and Tanzania. Not only does the company have strong relationships with these communities, but they have created partnerships whereby the Masai people are directly involved with and benefiting from the tourism industry – the ultimate model for sustainable tourism today. The company is now building a community lodge which will bring benefit and employment to the local communities, linking different communities bordering conservation areas and national parks in East Africa and encouraging these communities to create their own conservation projects with the ultimate objective of helping them reap economic benefit from wildlife protection.

Choroa Luxury Safaris: Choroa Luxury Safaris operates luxury mobile safaris in Tanzania, which involves erecting tented camps for each individual safari group and completely removing these camps once the group is done -- leaving absolutely no trace and minimal impact on delicate African ecosystems, including the famed Serengeti and Ngorongoro conservation areas.

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EcoTraining: Thriving on the foundation that education powers conservation, EcoTraining provides “hands on” travel experiences for adventure travelers across the globe. EcoTraining’s philosophy is that no one can truly appreciate Africa’s wild places without actually spending time in the wild. Whether looking for professional safari guide training or for a learning vacation with a difference and an opportunity to experience the African bush first-hand, EcoTraining strives to educate and instill the great passion for and protection of the African bush in travelers from around the world.

Heritage Hotels: Kipungani Explorer Lamu, the stunning resort on Kenya’s Lamu Island recently announced its commitment to a long-term plan that will ensure that only local staff and materials are used in the development and maintenance of this property. Already considered the finest property on Lamu, this five-star property has proven that it doesn’t require giant generators, imported foods, or state-of-the-art gadgets to keep guests happy. By combining the latest environmental technologies with traditional local knowledge, Heritage Hotels is working to create a model for sustainable ecotourism throughout East Africa.

Dinknesh Ethiopia Tour: The Danakil Depression is considered a “cradle of mankind” for the large number of hominid remains found there. Only the Afar people have been able to inhabit this difficult region, and continue living today as nomads tending to their livestock. This combination of culture, topography and climate make the Danakil Depression an exotic and mysterious destination for eco-travelers featuring the stunning landscapes and beautiful, enduring people of this remote region of Ethiopia.

The Fazendin Portfolio represents African travel companies providing classic African experiences. From luxury tented camping safari experiences to unique cultural adventures, this collection representing Ethiopia, Kenya, Tanzania, Uganda, Zambia, and South Africa was developed specifically with the needs and desires of North American adventure travelers in mind. Ever dedicated to environmental conservation, the company recently launched a comprehensive marketing CD including detailed information on the complete representation portfolio which has eliminated the need to print large brochures. To learn more about these eco-friendly travel options in Africa please visit www.FazendinPortfolio.com.

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The Fazendin Portfolio, LLC :: PO Box 12043 Denver CO 80212-2043 USA :: www.FazendinPortfolio.com

About The Fazendin Portfolio: *The Fazendin Portfolio* is a travel marketing company who partners with Africa-based travel companies helping these partners gain access to and generate yield from the American marketplace. Through education, authenticity and passion the company works to increase understanding of and ultimately travel to the continent of Africa.