



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

FOR IMMEDIATE RELEASE

Real Life Adventure Travel Announces Launch of New Cultural Encounters in Tanzania

San Francisco, CA (May 5, 2011) – Today, Real Life Adventure Travel (<http://www.reallifeadventuretravel.com>) announces a new collection of cultural experiences across Tanzania. The Tanzanian safari company, founded and managed by Tanzanian citizens, offers intimate opportunities for travelers to learn about and interact with communities living at the base of Mt. Kilimanjaro, the mysterious Hadzabe Bushman and of course the iconic Maasai people of East Africa.

"All too often, while on safari opportunities for cultural interaction are limited to a quick photo opportunity while passing through a staged Maasai village," said Robin Felix, the U.S. representative for Real Life Adventure Travel. "Being founded by a Tanzanian citizen, genuine and authentic cultural interaction has always been a core element of our company's DNA. As we head into the busy summer season, we're launching a series of really special cultural encounters that can be worked into several of our itineraries."

At the foot of Mt. Kilimanjaro lies the village of Marangu. Here travelers can explore the history and culture of the local Chagga tribe, Tanzania's third largest ethnic group, including visiting a local market and the Chagga cultural museum. Additionally in this village, Real Life Adventure Travel has created a girls sewing school to provide young women in the community the skills necessary to support themselves and their families. Spend the afternoon visiting with this wonderful group of ladies and learning about the project and how it's helping this community thrive.

West of Arusha lies Lake Eyasi, a soda lake, perched in the Great Rift Valley which dominates the landscape from Ethiopia all the way down into Mozambique. This area is home to the last remaining members of the Hadzabe people. Numbering less than 1,000, the Hadzabe are an ancient, nomadic tribe of bushmen who are one of the last click-speaking hunter-gatherer tribes. Travelers can spend the afternoon with them as they hunt small game and collect berries and honey.

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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Manyara Ranch Conservancy, a critical wildlife corridor between Lake Manyara and Tarangire National Parks, is not only one of Tanzania's pioneering conservation projects but an opportunity for travelers to spend time in a traditional Maasai village. Here the camp's managers brief travelers on the Maasai's involvement in the conservancy, and what make this relationship so special. Maasai cattle and wildlife are living side by side, and while a delicate relationship at time by all counts is working well, mutually beneficial for the Maasai and for the wildlife. In the village, the village elder personally guides travelers through his community and shares a bit about the Maasai way of life.

For more information or to inquire about a safari in East Africa, including the new 11-day "Colors and Cultures" safari which includes the cultural encounters highlighted above, please contact Real Life Adventure Travel at info (at) reallifeadventuretravel.com or visit <http://www.reallifeadventuretravel.com>.

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