



## **PRESS RELEASE**

*For Immediate Release*

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### **PINK JEEP TOURS LAUNCHES NEW WEBSITE**

SEDONA, AZ (December 5, 2011) – Pink Jeep Tours is pleased to announce the launch of their new website at [www.pinkjeeptours.com](http://www.pinkjeeptours.com).

After months of hard work, Pink Jeep Tours has launched a website that is dynamic, colorful, and offers online booking for tours and retail merchandise. The new website will feature Sedona and Las Vegas with spectacular images and video that captures the beauty, fun, and adventure of the two destinations.

Visitors to the site will find it very intuitive and will make their trip planning to Sedona or Las Vegas that much easier. Tour options and visitor information are presented in a colorful and easy to navigate website.

Mike Hermen, Director of Sales & Marketing for Pink Jeep Tours Sedona says of the new website; “We have embraced innovation at Pink Jeep Tours and are always at the forefront in our industry. We are proud to launch a website that incorporates cutting-edge technology and we look forward to engaging with our customers to get them even more excited about booking their tour with us. With the new images and dynamic appeal of the site, we feel people will be excited to visit us online over and over again.”

In addition, the new website offers Pink Jeep Tours retail merchandise for Sedona and Las Vegas and will provide information and menu items for the Pink Java Café.

The new website launched December 2, 2011 and has been well received with positive feedback from visitors, concierge, meeting planners, and corporate groups. The website will continue to be a source of information for those planning their adventures in Sedona, Arizona and Las Vegas, Nevada..

For more information on Pink Jeep Tours and their new website, please visit [www.pinkjeeptours.com](http://www.pinkjeeptours.com).

Pink Jeep Tours, the premier tour company in the Southwest, was founded in 1960 and has its corporate headquarters in Sedona, Arizona and expanded to Las Vegas, Nevada in 2001. It serves visitors from around the world and is the only tour company with guide trainers certified by the National Association for Interpretation on its staff. Pink Jeep Tours Las Vegas has 10 destinations showcasing the natural side of Las Vegas and guests will travel in our first-of-its-kind, luxurious yet rugged, custom-built sightseeing vehicle, the Tour Trekker.

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