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Experience African Splendor With The Women Of Sweet
Lesbian travel company looks to create change in the jewel of East Africa

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San Francisco, CA (December 18, 2009) –It's time to go on safari! This February 7-16th, 2010, join Sweet for ten days of African splendor on its first trip to Kenya, the jewel of East Africa. It's Sweet's initial safari adventure and sure to be special. After all, no one's ever done Africa so sweetly.

Why plan a Sweet trip to Kenya? For one thing, it's an incredible country, with an amazing diversity of landscapes and wildlife. Sweet founder Shannon Wentworth has always wanted to visit Africa, and is excited to share this adventure with her fellow travelers. She says, "Our guests want to explore the world, and Africa is at the top of many people's list. And for good reason! The biodiversity in Africa is astounding. Anthropologically and historically, it's such a rich and fertile country. I can't wait to see all the birds, animals, plants and people."

Sweet's partner in this adventure is Wild Rainbow African Safaris run by Jody Cole, a certified field guide. "I am so excited about partnering with Sweet. This trip will signify the first time that a group of lesbians are actively combining a life-changing safari with volunteer work to change lives," Cole said.

Kenya fits well into the Sweet vision of creating a travel company that gives back to local communities. "Sweet wants to make a real investment in Africa," Wentworth said. "This trip is the first step in assessing those needs and putting together our strategy for Sweet-ifying Africa."

This intimate, limited space expedition will begin in the world class city of Nairobi, and feature a visit to the woman-owned Kazuri Bead Factory, the David Sheldrick Wildlife Refuge, the Giraffe Center, and the Karen Blixen House, made famous by the Oscar-winning film "Out of Africa." Another important stop in Nairobi is the St. Lazarus Community



School, where Sweet will donate school supplies, meet the students and learn about the impact of education in this community.

From Nairobi, the tour will head to Amboseli for the first of many game drives. Here, safari guests will enjoy animal viewings against the backdrop of the breathtaking Mount Kilimanjaro, the highest freestanding mountain in the world. Amboseli is famous for its big game and its great scenic beauty. Guests will explore the five main wildlife habitats that comprise this magnificent setting.

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The spectacular snow-capped peaks of Mount Kenya tower over the lush and golden plains of the Ol Pejeta Conservancy at the next camp, Sweetwaters. This site boasts a private watering hole and saltlick for prime, up-close wildlife viewing. Cole said that she is looking forward to sharing scenes like these with safari guests. “There is nothing like that moment when you first see an elephant in its natural habitat,” she said. “And I expect we’ll see plenty of them, along with lots of baby animals.”

Sweeties will also have the opportunity to “adopt” a chimpanzee on a visit to Sweetwaters’ Chimpanzee Sanctuary. Sweetwaters, a camp located in a sheltered oasis, is clustered around a waterhole and set in the pristine calm of a luxurious, private wildlife conservancy. Each resident’s tent has a thatched roof, an en suite bathroom and its own verandah with views over the waterhole. Abounding with wildlife and free of the more rigorous strictures of the Kenyan National Parks, Sweetwaters has long been the preferred retreat of wilderness and safari lovers alike. Tour guests will enjoy comfortable safari vehicles and also enjoy viewing the Ol Pejeta Conservancy, the largest sanctuary for black rhinos in East Africa.

The world famous Masai Mara, known for its lions and abundant wildlife, is the final portion of the safari. Guests will stay at Porini Lion Camp, an eco-friendly camp situated in the exclusive 20,000 acre Olare Orok Conservancy. With only 10 guest tents, and a private chef, the camp is very exclusive yet gives travelers a real “in the bush” experience. One day will be spent in the Olare Orok Conservancy, home to an abundance of animals, including the Big Cats for which the Mara is famous. In between the thrilling game drives, there will be opportunities to go on a hot air balloon ride over the breathtaking game reserve or just take in the sites and sounds around camp. The following day will be spent in the Masai Mara looking for the “Big Five” — lion, elephant, buffalo, leopard and rhinoceros as well as giraffes, gazelle, zebras, antelope and wildebeest. Additionally, for those bird lovers, there are over 450 species of birdlife in the park, including vultures, marabou stork,



crowned crane, ostrich, African pygmy falcon and the long crested eagle. This remarkable game park will be the amazing conclusion to the unforgettable trip of a lifetime!

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About Sweet

Founded in January 2008, Sweet is a lesbian travel company that merges the best of lesbian entertainment with social consciousness and environmental awareness. In April 2008, Sweet secured an agreement with Norwegian Cruise Line (NCL) to offer a Caribbean Cruise, November 8-15, 2009. Other trips currently available are a Sweet Salmon River Rafting Adventure, August 16–21, 2009, and a Sweet Kenyan Safari, February 7–16, 2010. To learn more about Sweet's lesbian travel opportunities, please visit www.discoversweet.com or call 877-793-3830.

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Sweet is a member of the International Gay and Lesbian Travel Association, accredited by the Better Business Bureau and a Registered Seller of Travel in the State of California (CST#2091755-40).

Press: For more information, please visit <http://discoversweet.com/sweet-media-center/>. To schedule an interview with CEO and Founding Partner Shannon Wentworth, please contact Leyla Farah at Cause+Effect PR, 510.922.9999, leyla@cause-pr.com.

About Wild Rainbow Safaris

Wild Rainbow African Safaris began as a collaboration between African adventurer Jody Cole and independent travel agent Alison Hawthorne. Alison's dream of spending a milestone birthday in Africa led to their first shared trip, along with twenty guests. The success of the 2004 tour helped them realize their mutual passion for sharing a deep love of Africa with others. Wild Rainbow African Safaris was born.

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