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October 2008

GO CRAZY ABOUT KENYA WITH ACACIA ADVENTURE HOLIDAYS - THE NEW ONLINE PORTAL FOR AFRICA'S WILDLIFE CAPITAL

Acacia Adventure Holidays and the Kenya Tourist Board have joined forces to create the new Crazy About Kenya website (<http://www.crazyaboutkenya.com>) – an online portal that proves there's more to Africa's wildlife capital than the Mara.

An ethically charged initiative, Crazy About Kenya features a collective of over 20 indigenous artists and musicians, including world renowned singer/songwriter Eric Wainaina; the talented crew coming together to give would be adventurers an insider perspective on the destination.

A site with a positive vibe, surfers can get to grips with Kenya's animal kingdom, immerse themselves in the hip and happening culture of Nairobi, chill to the latest tracks from Africa's wildlife capital, and feast their eyes on some fascinating Kenyan art - in just one click. From virtual inspiration to real life experiences the website also comes packed with destination highlights and new adventure itineraries from Acacia Adventure Holidays, including Lake Turkana and Tsavo East.

Full of exclusive content, Crazy About Kenya will feature regular news updates on album launches from the project's Kenyan partners and new artists; details on upcoming events and ethical projects in Nairobi; the latest travel deals from the tour operator and a dedicated newsletter entitled the "Whispering Grass of the Maasai Plains". Visitors to the website can also enter Acacia Adventure Holidays "Answer the call of the wild" competition for a chance to win one of ten Rough Guides to Kenya (www.roughguides.com).

A truly responsible portal, armchair adventurers can show their support for ghetto based initiatives and the projects talented partners by uploading the new Crazy About Kenya logo onto their travel blogs, websites, or social networking pages (<http://www.crazyaboutkenya.com/downloads.php>). Alternatively, they can chat to the artists and musicians online as many of them are featured on Facebook and MySpace - taking ethical travel into the virtual sphere.

For those of us who are simply Crazy About Kenya this is one URL that captures the diversity of Africa's wildlife capital and for travellers who are planning on catching up with the annual migration in 2009 – there will be no need to wait, as Acacia Adventure Holidays even has a Maasai Mara e-safari game due to launch on the site on 31 October.

Angie Sloan, Regional Director of Sales and Marketing for Kenya Tourist Board, comments: " The Kenya Tourist Board is delighted to be working with Acacia Adventure Holidays as part of our autumn campaign, to promote not only the wildlife but culture of Kenya. Acacia Adventure Holidays is a well established expert in selling holidays to Kenya with a wide range of product for visitors to experience Kenya's vast array of charms - from the Indian Ocean beaches to the thrilling experience of a safari."

Acacia Adventure Holidays offers overland tours taking in the world renowned Maasai Mara from £595pp + local payment from £208pp (13-day itinerary). A great time to book, the tour operator is currently running its Winter Sun Specials promotion and discounting all overland departures up to 01 July 2009 by 25%. Bookings should be made by 15 November.

The above price includes tour highlights as listed in the brochure, transport, roads tolls and taxes, camping accommodation and cooking equipment, most meals and services of tour leader and driver (no single supplement). Excludes return international flight, visas, departure taxes, and transfers. Contact Acacia Adventure Holidays direct to take advantage of the discount on 020 7706 4700, email info@acacia-africa.com or visit www.acacia-africa.com for further information. ATOL No. 6499 and ABTA No. W4093 PROTECTED.

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Editors' notes:

Crazy About Kenya is also available on Facebook on the following pages: Acacia Adventure Holidays and Crazy About Kenya. The Crazy About Kenya MySpace page has also recently launched at www.myspace.com/crazyaboutkenya

For further information on the Kenya Tourist Board please telephone

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