

For Immediate Release

**Wildland Adventures says Peru is where all the hip adventure kids are hanging these days!
*Company launches new 12-day Peru Family Adventure: Machu Picchu to Lake Titicaca***

Feb. 22, 2012, Seattle, WA – Mickey Mouse make the kids yawn? Indiana Jones' temple just too contrived? Wildland Adventures, an award-winning Seattle-based company known for their [authentic family adventures](#) has designed a new active family tour to Peru guaranteed to make your kid's *What did I do over my summer vacation?* presentation truly memorable!

"When our son turned five, Anne and I started planning our own family adventures each year to a new destination – Costa Rica, Peru, Tanzania. The first-hand experience with our own family trips goes into all our Wildland Family Adventures. Today, 20 years after we started offering family tours, we have families who have literally grown up with us and now we are planning their own children's family adventures," says Kurt Kutay, co-founder and director of Wildland Adventures. "When we plan any family trip, including our new 12- day [Peru Family Adventure](#), we build it around our seven tips for an awesome family adventure."

Wildland Adventures' seven tips for an awesome family adventure, whether it's an adventure in Peru, Papua New Guinea or anywhere in between:

1. Meet the locals

Guests will have the opportunity to meet and interact with indigenous families throughout the tour including staying in a local village on Lake Titicaca. They'll also be welcomed into Quechua family homes to share in their customs, way of life and learn about their traditional knowledge, including farming more than 1,200 different varieties of potatoes

2. Engage each member of the family

This adventure is full of active adventures and unique experiences which will thrill mom, dad and kids alike! Guests hike to the Inca complex of Llactapata, participate in ancient Incan ceremonies like a "pago-a-la-tierra," kayak among small islands in Lake Titicaca, climb a rock wall and fly along a zip-line in the Sacred Valley, and mountain bike down from a mountain pass to a luxury jungle camp.

3. Choose a good guide

The Peruvian family adventure guide is a native, English-speaking Quechua, and one of the most experienced mountain guides in the Peruvian Andes. He was a member of the archaeological team that rediscovered the complex of Llactapata in 2003, and takes guests bushwacking into the jungle to uncover unexcavated ruins.

4. Build adventure anticipation

Excite kids about the adventure by helping them discover what they might expect to see and do in Peru. A visit to the library or research on the internet can provide information on the types of animals and plants they might see, what a day in the life of a local child is like and what kind of food they will get to taste. Wildland Adventures provides detailed pre-departure packets for their family travelers including colorful and engaging information such as laminated wildlife guides, picture books of the local culture for the kids and age-specific reading lists.

5. Sometimes it *is* the destination

Wildland Adventures has designed this itinerary so longer drives, hikes and bike rides are broken up with interesting, beautiful stops that culminate at a special destination. Hike on a remote Inca trail through lush cloud forest to the complex of Llactapata, enjoy lunch with spectacular views of Machu Picchu's legendary Watchman's Tower and hike down through thick bamboo forest to catch the local train to the night's accommodation.

6. Let the kids shine

This adventure allows all family members to participate. It is especially fun to try activities that allow guests to discover an inner source of strength, skill or bravery. The kids will be first in line to clamber up the Via Ferrata fixed rope climbing wall and to fly back down on the exhilarating 6-station, 6,000-foot-long zip-line in the Sacred Valley of the Incas.

7. Kids leading kids

Wildland Adventures involves not only local guides and communities, but local families so guests can learn about life in another culture for a person of a similar age to themselves. In Cusco, guests are invited to the family home of a local chef for a private cooking lesson and a typical meal.

Prices for this [Peruvian family adventure tour](#) start at US\$3,995.00 per person based on double occupancy; teens 13-18 save US\$100 off the adult price and children under 12 years of age receive US\$275 off of the adult price. This adventure departs twice monthly from April to October; custom dates are available on request. For all the details and conditions, contact Kirsten Gardner, South America program director for Wildland Adventures, by phone at 1-800-345-4453 or by email at Kirsten@wildland.com. For other spring or summer break family travel ideas and destinations, visit <http://www.wildland.com/family>.

About Wildland Adventures

Rated by *National Geographic Adventure* as the [#1 Best 'Do-it-all' Outfitter on Earth](#), Wildland Adventures has guided travelers through fragile natural and cultural environments for 25 years, creating innovative ways to support local people and help protect their culture, environment and communities. Offering more than 130 unique itineraries in 28 countries, on a [Wildland adventure vacation](#) there are remarkably few barriers between visitors and local cultures, creating an authenticity in the way people travel and the places they encounter. A sample of destinations offered include Costa Rica, Peru, Patagonia, the Galapagos, Belize, East and Southern Africa, Alaska, Turkey, the Middle East, India and New Zealand. Wildland Adventures is proud to be a founding member of [Trusted Adventures](#), an alliance of top adventure travel companies offering adventure trips around the world. For more information, visit www.wildland.com, [Facebook.com/WildlandAdventures](https://www.facebook.com/WildlandAdventures) or Twitter: [@WildTravel](https://twitter.com/WildTravel). An online press kit is available at www.tartangroup.ca under Media Centre: Wildland Adventures.

-30-

Sample Tweet: Dial up adventure meter w/ @WildTravel's 12-night active Peru family adventure this spring or summer!
<http://bit.ly/ypqH1k> #familytravel

Note to editors: High resolution images are available upon request. Lower resolution images are available here:
<http://www.flickr.com/photos/wildlandadventures/sets/72157629424548755/>

Media Contacts:

Tad Bradley, Wildland Adventures: 1-800-345-4453 or tad@wildland.com

Deirdre Campbell, Tartan Group: 250-592-3838, 250-882-9199 (cell) or deirdre@tartangroup.ca

