**March 31, 2015                                   Media Contacts**

**FOR IMMEDIATE RELEASE        Jacquie Whitt, Adios Adventure Travel**

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**Free *Adventure Travel Forum* Presents an Insider’s Guide to Exploring Peru, While Benefitting Virginia Zoo in Norfolk**

VIRGINIA BEACH, VA. — Blue Ridge Mountain Sports and Adios Adventure Travel have teamed up to champion Virginia Zoo in Norfolk and equip adventure-travel enthusiasts throughout Hampton Roads withthe latest information about excursion to some of Peru’s most renowned and fascinating destinations.

The **free, public event, to be hosted April 11 by Blue Ridge Mountain Sports gear outfitters in Virginia Beach**, will feature stories and expert advice from Vidal Jaquehua, a licensed native Peruvian tour guide from Cusco and co-founder of Virginia Beach-based Adios Adventure Travel. Jaquehua, who has guided more than 6,000 people through Peru’s most sought and memorable destinations, will illuminate the facts and bust the myths about adventure travel through his native country, sharing first-hand accounts of life in the Andes Mountains and answering questions about traveling to the mysterious ancient Inca ruins of Machu Picchu, the obscure Amazon rain forest and Lake Titicaca, the highest navigable lake in the world, and more.

“Our guides spend countless hours talking and interacting with travelers,” noted Jacquie Whitt of Virginia Beach, a teacher and president of Adios Adventure Travel. “They know the most common questions that travelers ask — What are the biggest Machu Picchu myths? Why and when were the ruins built? Why are they ‘mysterious’ and how were they revealed to the world? How do you get there and where should you stay? Will you get altitude sickness? Who are the Incas? Should you hike the Inca Trail or take the train? Can you explore the ruins at night? — as well as the ones they *wish* they’d thought to ask in advance,” she said.

“Traveling to Machu Picchu is not the same as going to Paris to see the Eiffel Tower or to England to explore Stonehenge,” Whitt explained. “It is not easy to get to the Machu Picchu ruins, but it’s well worth the effort. Knowledge is a tool that equips travelers for their optimal experience. There is information here that will assist anyone who wants to plan a trip of a lifetime.” Jaquehua will explore all this and more with forum attendees, Whitt said.

Misty Smith of Virginia Beach has participated in three Adios-guided tours and said she’s hard pressed to imagine a more meaningful way to travel.

“The Inca Trail hike was incredible,” Smith said, recalling, “The highlight was crossing the Sun Gate to have my breath taken away by the distant view of Machu Picchu.” She plans to bring her son someday, for the adventure and enormous cultural and educational value.

**Two drawings will be held for free trips to Machu Picchu, with proceeds to be donated to Virginia Zoo in Norfolk.**

In line with deep appreciation for natural settings, conservation is a core mission for the Virginia Zoo. The Virginia Zoo Conservation and Research Fund, established in 2001, helps the nonprofit to further conservation efforts locally, nationally and internationally. Past projects have included butterfly habitat restoration, Lafayette River oyster habitat restoration, elephant reproductive and behavioral studies, and contribution to the Species Survival Plans for 12 different animal species.

**$10 tickets for the drawing may be purchased at** [www.adiosadventuretravel.com](http://www.adiosadventuretravel.com)**; ticket holders need not be present at the travel forum event to win the first drawing. A second drawing, for event attendees only, requires no ticket purchase but people must be present to participate, having pre-registered for the event by April 11, either at the Blue Ridge Mountain Sports store on Laskin Road or by calling 757-422-2201. Attendance is limited to 300 people.**

**Organizers urge people to** come ask questions, discuss the myths and collect valuable information to plan a dream trip or enhance their knowledge and understanding of the Inca culture. Independent travelers and those looking for group travel opportunities will benefit; determine what trip style best suits you.

**Going?**

**What:** Adventure Travel Forum with Peruvian adventure travel guide, hosted by Blue Ridge Mountain Sports and Adios Adventure Travel

**When:** 6:00 pm - 8:00 pm, Saturday, April 11

**Where:** Blue Ridge Mountain Sports, Hilltop North Shopping Center, 1624 Laskin Road, Virginia Beach

**Cost:** Free to park and attend. **Purchase $10 drawing tickets at** [www.adiosadventuretravel.com](http://www.adiosadventuretravel.com)

**More info.:** Visit [www.adiosadventuretravel.com](http://www.adiosadventuretravel.com/) or find them on **Facebook** at *Adios Adventure Travel* or on **Twitter** at *Adiosbasecamp.* Advance registration for attendance is required; contact **Blue Ridge Mountain Sports at 757-422-2201** or **Jacquie Whitt at 757-714-6649** or info@adiosadventuretravel.com

**Highlights and recap:**

* Two chances to win a seven-day trip to Machu Picchu. Drawing proceeds benefit Virginia Zoo in Norfolk; details and link to purchase drawing tickets at [www.adiosadventuretravel.com](http://www.adiosadventuretravel.com)
* Vidal Jaquehua, keynote speaker.
* Live Latin guitar music by Amy Ferebee, Norfolk native well-known for her musical performances region-wide.
* Local brewery’s beer for sale.
* Light refreshments.
* Virginia Zoo representative on hand.
* Interview and photo opportunities with local Adios Adventure Travel globetrotters.
* Peruvian crafts giveaways.
* Drawing for prizes includes $50 gift card from Blue Ridge Mountain Sports.
* Take-home travel information.

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 **Members of the media:** **To arrange an interview** with event organizers/representatives, local adventure travelers and/or Peruvian guide Vidal Jaquehua, please **contact Jacquie Whitt 757-714-6649.** Photos attached with press release, also available upon request.

***About the Virginia Zoo***

*The Virginia Zoo in Norfolk, Virginia, is home to more than 500 animals representing more than 100 different species. Founded in 1900 and residing on 53 landscaped acres in Lafayette, the Virginia Zoo has demonstrated a commitment to education and conservation for more than a century. The Virginia Zoo is an accredited member of the Association of Zoos and Aquariums. Visit* [*www.virginiazoo.org*](http://www.virginiazoo.org) *or call (757) 441-2374 for more information.*

***About Adios Adventure Travel***

*Adios’ expert staff and knowledgeable, caring guides make your trip meaningful. Couples, seniors, student groups, families, women's groups, company employees and cruise ship travelers can choose from comfortable cultural or traditional tours, adventure treks, outdoor trips and hikes. Your vacation to the Andes Mountains can include archaeological, natural and cultural wonders from sea to summit. We have guided more than 6,000 visitors to Machu Picchu alone.*