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ELKIN CREEK GUEST RANCH OFFERS A SPECIAL BREAK TO SUMMER ROAD TRIPPERS

VANCOUVER, BRITISH COLUMBIA, July 10, 2008 – Those looking to hit the road this summer can do so with a little more money in their pockets thanks to the Elkin Creek Guest Ranch's *Carbon Rebate Promotion*. To ease the pain of increasing gas prices, from now through September 1, road-tripping guests of the Elkin Creek Guest Ranch in Central British Columbia's Chilcotin region will receive 10 cents per kilometre up to a maximum of \$75.00. The money will be offered back to guests as a rebate or donated to the Environmental Youth Alliance, a Vancouver-based youth driven non-profit organization dedicated to the health of the urban environment, the planet and the well being of its people.

Tucked between Chilko Lake and the Brittany Triangle in the Nemaiah Valley the Elkin Creek Guest Ranch is an 8-hour scenic drive north of Vancouver or 10-hours west from Calgary. The ranch gives guests a unique opportunity to step out of their daily lives for a true backcountry ranch experience. Overseen by cow boss Ian Bridge, the 28,000-acre working ranch allows want-to-be cowgirls and cowboys of all ages and experiences, from green horns to experienced riders, to learn more about horsemanship and life on the range. Daily activities can vary from saddling up the horses and heading up into the hills for a picnic, or out on the trails to check on the 130-head cattle herd.

Guests can also choose to fill their days with the Elkin Creek Guest Ranch's host of other outdoor activities including daily evening campfires, river kayaking, canoeing, fly-fishing, mountain

biking, hiking, windsurfing, or simply kicking back, relaxing, and enjoying the fresh mountain air and breathtaking scenery.

“With the soaring cost of air travel, people are vacationing closer to home this year,” says Aaron Smith, Director of Marketing and Operations of Adventure West Resorts. “The summer road trip is a time honoured tradition. We hope that with the Carbon Rebate Promotion combined with our other incentive programs, guests and families will take advantage of this great opportunity to getaway and enjoy best of the season.”

Elkin Creek Guest Ranch is offering two additional promotions this summer including a **Kids Stay Free** for the duration of the summer, and **Stay Four Nights, Get the Fifth Night Free** promotion for the month of August. For more information or reservations, call Adventure West Resorts at 1-7-877-GO-WEST (1-877-346-9378).

Adventure West Resorts is a multi-faceted destination experience provider that delivers an authentic Canadian adventure. Experience the unexpected with Ocean Explorer Sportfishing, Adventure Fjord Heli-skiing, and Elkin Creek Guest Ranch. For more information and reservations, call 1-877-3-GO-WEST (1-877-346-9378) or visit www.adventurewestresorts.com.