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For Immediate Release

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BOOMERS, FORGET ABOUT THE COACH TOUR AND SADDLE UP FOR A ZOOMERS WILD WEST RANCH GETAWAY

*The Elkin Creek Guest Ranch offers Zoomers a 20% break
throughout the month of September*

VANCOUVER, BRITISH COLUMBIA, April 24, 2009 – As the children fly the nest and boomers find themselves with time on their hands, for some, it's time to start winding down and looking forward to a well-deserved quiet retirement; tranquil gardening, slow-paced golfing and the sort. Not for all! A generation of newly branded 'Zoomers' are here to stir up some serious action. Long gone are the days of coach tour vacations and packaged holidays to Mexico. This new, hungry and dynamic breed of retirees want action, adventure and new experiences by the barrel load.

To help entice Boomers to embrace the Zoomer way of life, during the month of September, the Elkin Creek Guest Ranch is offering a special Zoomers' rate. All guests over the age of 45 are offered a 20% discount on their Elkin Creek booking. Starting at \$188.00 CDN per night, the Elkin Creek packages include accommodation in a traditionally built, heated log cabins, three chef prepared meals per day, outdoor activities, and full use of all ranch facilities such as hot tub and sauna, fitness centre and games room.

The Elkin Creek Guest Ranch, located in the Chilcotin Valley of British Columbian interior, is the ideal venue for adventure seeking 'Zoomers' who have always dreamed of a true working ranch experience. Guests start their day waking up in an authentic log cabin in the beautiful British Columbian wilderness. After a hearty breakfast, prepare to don those cowboy boots and chaps and get ready for some fun! Choose to help the ranch wranglers with the day-to-day keep of the

...because everyone needs a little adventure in their life

horses, including grooming and tacking of horses, horse safety and arena exercises, or head up into the hills to check on the cattle herd. Zoomers can expect to walk away as tried-and-true cowboys and cowgirls.

Those with a keen eye and a touch of luck just might be fortunate enough to catch a glimpse of the famous wild horses of the Brittany Triangle. The area is home to Canada's largest wild horse herd. The horses are strongly believed to be descendants of the original Spanish mustangs that migrated north to the Cariboo Chilcotin region in the eighteenth century. The wild horses share their territory with the bears, wolves, wolverine, moose and deer that inhabit the area.

Off the range, Zoomers 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.

Located a short one-hour flight or 8-hour scenic drive from Vancouver in British Columbia's Chilcotin region between Chilko Lake and the Brittany Triangle, the Elkin Creek Guest Ranch is open from May 12 through October 31, 2009 and offers a variety of experiential and accommodation packages.

For more information or "Zoomers" rate reservations, call Adventure West Resorts at 1-877-GO-WEST (1-877-346-9378) or visit www.adventurewestresorts.com/elkin.

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