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NEWS RELEASE

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AS EMPEROR PENGUINS DIE OFF, ELDERTREKS OFFERS A CHANCE TO EXPERIENCE THE BIRDS FIRSTHAND

TORONTO – ElderTreks now offers the only guided trip to see and encounter emperor penguins, a species on the brink of extinction. Researchers in Antarctica released data on Aug. 27 that prove it is just a matter of time for the majestic birds. ElderTreks, an adventure travel company designed specifically for people 50 and over, leads a guided expedition to spend a week camping with the penguins. The company is hosting a banquet to raise money to save the birds from extinction and to provide an opportunity for those interested to sign up for the trip. Tour guides at ElderTreks encourage travelers to book their trips now, as space will fill up quickly.

Gary Murtagh, ElderTreks' founder and CEO, said: "I started this company so that I could give people a bucket-list opportunity. It crushes me that the emperor may not be around for long, but at least we can give people a chance to see them before it's too late."

Global warming played a role in the demise of the penguins, however no one knows the exact cause, according to researchers. While employees at ElderTreks hope to save the penguins, their primary concern is in making sure travelers over 50 have a chance to see the birds.

More information about ElderTreks can be found at www.ElderTreks.com. The office is located at 23 Clinton St., Toronto.

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