



FOR IMMEDIATE RELEASE

Adventure Trailers – Now Available FREE!

“Sweat equity applied to the Overland Travel Market”

Prescott, Arizona] – Newspapers across the country are filled with stories about how the National RV Dealers Association is reporting that 2008 RV sales were down 42% relative to 2007 & travel trailer sales were down 27%. Given these disastrous results, one would expect dealerships to be filled with deep discounts, but one group is taking things even further: **FREE**.

The Muskoka Foundation, a non-profit organization set-up to help Overland Travelers to ‘do good as they go’ announced today that they are launching a fleet of Adventure Trailers to be loaned free to anyone who wants to use them.



Alice Gugelev, co-founder of the Muskoka Foundation explained: “Our programs are based on talented, passionate people volunteering their time to make a difference in the Muskoka Villages, but in order for that to happen they have to be able to get there. So, we’re launching our fleet of free trailers to encourage people to get out and have a positive impact, even in these tough times.”

In order to qualify for the program, travelers must commit to donating at least one-week of their trip, for every six weeks traveled, to completing any of the Muskoka Foundation’s programs in one of the Muskoka Villages. Each rural Muskoka Village has been chosen based on a local partnership, and it’s proximity within 1 day’s drive from a major travel destination. The villages are scattered across 6 continents.

Travelers are encouraged to travel far and wide. The first six weeks the trailers will be made available free, and a nominal \$500 fee will be charged for each six week block thereafter. All proceeds collected will be used to fund further programs for the non-profit foundation. Alice Gugelev commented: “When you consider that this is a \$20,000+ fully outfitted & tested trailer, the price seems pretty reasonable!”

Jay Shapiro, the second co-founder commented: “Our first trailer is an Adventure Trailers’ Horizon model, modified with a special FOX coil-over suspension. The Adventure trailers have proven their robustness on trips to the Arctic Circle and the jungles of tropics, but this one in particular is suited to travel the world and we hope it will make it to each Muskoka Village.”



The units are being called the “**EcoRoamer Trailers**”, in-line with the full family-sized F-650 EcoRoamer Camper also built by The Muskoka Foundation. Like the big camper, these units are being modified to carry Solar Power cells, Community Water Filtration systems, and a portable classroom for training workshops in the field.



The first EcoRoamer Trailer is on display at the Overland Expo 2009 in Prescott Arizona. Other trailers will be added as demand and funding supports them.

Travelers interested in using one of the Muskoka Foundation’s FREE EcoRoamer Trailers can find more information at: www.TheMuskokaFoundation.org

Contacts & Images

A full library of hi-resolution images of the EcoRoamer Trailers are available at:

www.TheMuskokaFoundation.org/TrailerPhotos

Overland Travelers with their own trailers or vehicles are encouraged to contact the Muskoka Foundation for more information about how they can get involved at: www.TheMuskokaFoundation.org

Or contact: Jay Shapiro - tel:(650)787-3984 - info@EcoRoamer.com

For more information about the family-sized EcoRoamer vehicle, please visit: www.EcoRoamer.com

About The Muskoka Foundation

Founded in 2008, The Muskoka Foundation was created with the mission to help global overland travelers “do good as they go”. By providing programs, training, and local partnerships to aid in sustainable international development, the foundation makes it easy for travelers to leverage their own passions and experiences for the benefit of the communities they are already visiting. Founders Alice Gugelev and Jay Shapiro bring a unique mix of entrepreneurial, technology, banking, strategy and non-profit know-how to develop programs suited to global travelers' interests and developing countries needs. The foundation is based in the New York City area and welcomes all inquiries from global overland travelers and dreamers at www.TheMuskokaFoundation.org