



escape adventures[®]

BIKING, HIKING AND MULTI-SPORT TOURING

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Contact
Alicia Surgeoner
PR & Marketing Director

Is Marketing, "Fools Green" Making Corporations Real Gold?

Las Vegas is home to a one of a kind, REAL green company. Heather and Jared Fisher put the eco back into the economy.

Las Vegas- Heather and Jared Fisher, are the owners of Escape Adventures; a North American Multi-Sport Touring Company that runs greener than any other on earth. Not only has Escape Adventures been voted, "Best Outfitter on Earth," by National Geographic, they also own the title, "Worlds Only Carbon-Neutral Outfitter," meaning they offset 100% of their company's emissions- and NOT by merely writing a check. While corporations and small businesses hype the promise that they are a "green" company, Escape Adventures is living it.

What makes EA different?

The Fishers use recycled veggie oil in their tour vans, offer organic meals on their tours (which they grow in their own organic garden), have invested hundreds of thousands in the solar paneling of their shops and own home, recycle/compost EVERYTHING from water bottles to bicycle tires and all vegetarian food scraps, have public recycling bins in front of the store, offer their employees \$5/day to ride a bike rather than drive and of course, purchase clean energy credits- which is all most companies can attest to. Jared is currently looking into turbine power as well as Nevada is one of America's windiest cities.

The Fishers have been married 18 years, (and if Jared didn't have a touch of grey you'd swear they were early 20's), have 3 sons, Orion 10, Dakota 8 and Phoenix 5, (all of whom are mirror images of their father), and a thriving business that is genuinely one of a kind. This couple's energy and positivity is contagious, and will impress just about anyone who has the chance to see what they practice first and preach later. Jared is the kind of guy who does a triathlon and then goes for a hike later the same day. Heather, also a competitive bike rider, is responsible for creating the coalition which banned big rig trucks from driving the Red Rock Highway 15 9, keeping it safe for bikers. This next weekend she will host her own event, Diamond Kids- a triathlon for children ages 5-10. The American dream is alive and well, even in a city like Las Vegas.

*If these two are products of their environment, we all should live in it. They've found the real fountain of youth! Take care of the earth and it will take care of you.

The Fishers take being the World's First Carbon Neutral Business very seriously, as many other like businesses claim to be sustainable (not polluting the earth with carbon dioxide emissions), the reality is that they are only buying energy credits, thus adding to a worldwide marketing ploy that is exploiting the green movement.

The Green Controversy- While companies are writing a check so they can claim they are running green, they are essentially PAYING TO POLLUTE, and misleading the public, thus exploiting the real issue, whereas the Fishers are the real, honest, hard working- deal.

Escape Adventures is audited by a third party company called Sustainable Travel International; a relatively new company and concept which should be adopted throughout the world of honest, eco-conscious companies, large and small. Currently having over 1200 members worldwide, STI has extremely stringent sustainability guidelines. Rating are 1-5, 5 being the best possible rating, and is nearly impossible to receive. Escape Adventures is currently very few points away from a very impressive 4 rating.

For more information on STI:

<http://www.sustainabletravelinternational.org/> .