

# **PRESS RELEASE**

For Immediate Release

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## **NEW ECO-TOURISM TOUR COMPANY LAUNCHED IN CALGARY, ALBERTA PROMOTING ALBERTA'S EXTRAORDINARY LANDSCAPES & COLOURFUL HISTORY**

Pure Mountain Adventure is a year round light adventure eco-tourism company that provide fun, safe travel to magnificent destinations in Alberta, Canada. Light adventure travel allows diverse groups of people; families, the aging population, business groups and more, to experience Alberta and everything it has to offer. Pure Mountain Adventure takes guests hiking, sightseeing, snowshoeing and skiing to exciting destinations like the Badlands at Drumheller, a ranching and aboriginal experience with the Wild West Experience, the Canadian Rockies with the Kananaskis Experience and The Banff Day Tour and awe-inspiring canyon walks. Pure Mountain Adventure has a tour for everyone!

Pure Mountain Adventure believes that responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. They practice being stewards of the earth by using eco-friendly recycled post consumer paper product in the distribution of promotional material. They recycle and compost their product tour offerings like water bottles and fruit waste. You can explore our magnificent National Parks and still take an active role in protecting these areas. Pure Mountain Adventure takes responsibility for our natural playground by packing out what they pack in, leave no trace travel, watching wildlife from a distance so as not to disturb their natural habitat, and taking care not to introduce foreign species into the environment. Sustainability is key for the survival of our Rocky Mountain landscape & the animals that call it home. Their Motto: Take nothing but photos, leave nothing but footprints and kill nothing but time.

Go green and book a tour today to explore Alberta's exciting and unique destinations. Next time you're thinking of an adventure. **THINK PURE!**