



# BEST OF AFRICA COMING TO SEATTLE FOR ADVENTURES IN TRAVEL EXPO, SEPT. 13-14



## Washington State Convention Center, Seattle

In September, 2008, this impressive complex in the heart of downtown Seattle will be the site of Adventures in Travel Expo, where we launch

Africa Travel Magazine's "Best of Africa" series. Supported by the Seattle Times, the Adventures in Travel Expo targets one of America's largest, most affluent markets, which is famous as the home of industry giants Boeing Aircraft Company and Microsoft. The Seattle - Tacoma area is America's gateway to Asia Pacific markets, Alaska and Western Canada. We expect more and more North American travelers to consider the Pacific route to Africa, with connections in China and Japan when planning future trips.

### Trade and Consumer

Adventures in Travel Expo's first morning is usually dedicated to travel industry professionals and trade contacts, while the core of the event will be open to the general public. This gives consumers from the area an opportunity to experience, book and to explore what is hot, what is interesting and what is unique in active, adventure and experiential travel. "Seattle represents a market that research shows will be very receptive to our show - an excit-

ing arena filled with a wealth of interactive exhibits from around the globe. We look forward to experiencing the same success as we have in other markets," said John Golicz, CEO Unicom LLC.

### Powerful media support

Part of this success can be attributed to the quality of media partners that the company has assembled over the years, such as the Los Angeles Times, New York Post, Chicago Tribune, and National Geographic. Unicom is an independent business-to-business communications company specializing in originating and managing world-class trade shows and conferences. Located in Milford, Connecticut, Unicom is led by a seasoned management team possessing over 50 years of events industry experience and an impressive track record of dozens of successful show launches and hundreds of event productions.

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**Photos from Africa:** (1) Elephant from Adventures in Travel website. (2) Scuba diver encounters a Whale Shark near Djibouti, Africa's Red Sea Miracle, host country for the ATA 11th Eco Cultural Symposium. (3) Fantasia in Northern Cameroon. This photo by Jerry W. Bird, was the front cover of our Cameroon Edition. (4)

Herd of zebras at the Ngorongoro Crater near Arusha, Tanzania. (5) Lions on the plain at Queen Elizabeth Park in Uganda. (6) Drill Ranch at Calabar in Nigeria's Cross River State, which hosted ATA's 10th Eco and Cultural Tourism Symposium. (6) Maasai ladies welcome visiting delegates to their village on the Massai Mara, Kenya, where we had an opportunity to purchase a wide variety of local arts and crafts, including unique bead work and leather products.

### SEATTLE VISITORS WILL EXPERIENCE LUCY'S LEGACY - HIDDEN TREASURES OF ETHIOPIA

In April, 2008, during the Houston International Festival's "Out of Africa" Celebration, we visited the Lucy exhibit at the Houston Museum of Science. Who is Lucy? A young Ethiopian woman, whose 3.2 million-year old fossilized remains make her one of our oldest relatives. "Lucy's Legacy - The Hidden Treasures of Ethiopia" opens Oct 4 and continues to March 8, 2009, at Seattle's Pacific Science Center, featuring Lucy, the most complete fossil of any erect-walking human ancestor. Contact us at Africa Travel Magazine's exhibit at the Adventures in Travel Expo in Seattle, Washington, or visit [www.africa-ata.org](http://www.africa-ata.org)

## LUCY'S LEGEND - THE HIDDEN TREASURES OF ETHIOPIA. PACIFIC SCIENCE CENTER DEBUTS OCT. 4, 2008