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NEWS RELEASE

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ELDERTREKS AND CARP PARTNER TO SUPPORT TRAVELERS 50 PLUS

TORONTO – Travel company ElderTreks and advocacy association CARP will announce their new partnership on Sept. 8 at the CARP Headquarters in Toronto, Ontario. The partnership will provide discounts and other travel benefits for CARP members on select ElderTreks adventures with the intention of encouraging Canadian citizens 50 and over to travel abroad.

Gary Murtagh, CEO and Founder of ElderTreks said: “Our mission has always been to give people 50 plus the opportunity to live their fullest lives through travel. Partnering with CARP felt like a natural choice as the association is so passionately dedicated to helping its members thrive.”

Each month, Elder Treks will offer select adventures at a 5 percent discount for CARP members. To kick off the partnership, the North and South Pole adventures will be discounted for the month of September. These adventures give travelers the chance to view polar bears, walrus and other arctic wildlife, or fly over tabular icebergs and ice shelves into the heart of Antarctica

Established in 1987, ElderTreks is the world's first adventure travel company designed exclusively for people 50 and over. The company offers active, off-the-beaten-path, small-group adventures by both land and sea in over 100 countries. To learn more, visit www.eldertreks.com

Formerly known as the Canadian Association for Retired Persons, CARP is Canada’s largest advocacy group for citizens 50 plus. For more information on membership and benefits, visit www.carp.ca

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