

## FOR IMMEDIATE RELEASE:

### CONTACT:

Matt Duda, Director of Sales & Marketing

Florida EcoSafaris at Forever Florida

Phone: 407-433-5567

Email: MDuda@FloridaEcoSafaris.com

Website: www.FloridaEcoSafaris.com



## Orlando Gets New Eco-Tourism Attraction

**St. Cloud, FL – January 2008** – Central Florida’s newest attraction is taking the concept of “going green” to new heights, literally. Florida EcoSafaris at Forever Florida has announced the Grand Opening of the first and only Zipline experience in the state, set for January 16, 2009. The new Zipline Safari takes guests on a treetop nature tour like none other reaching heights of 55 feet and speeds up to 20 mph.

The major new development comes as part of an overall reinvigoration of the business aimed at becoming Central Florida’s premier eco-tourism attraction. “Orlando and the surrounding Central Florida areas have so many fantastic attractions but very few with a true focus on eco-tourism,” said Ken Wilshire, General Manager of Florida EcoSafaris. “We’re excited to help bring that to the destination.”

For nearly ten years, Florida EcoSafaris has been offering Coach Safaris and Horseback Safaris into the 4700 acre Forever Florida wildlife conservation area. This pristine site boasts 9 unique Florida ecosystems ranging from pine flatwoods to marsh and cypress domes. The area is home to countless varieties of flora and fauna including alligators, black bears, nearly 200 species of birds and the endangered Florida panther. “This is the real Florida, an untouched, wild side of the state that’s all too rare these days,” said Wilshire.

The new Zipline Safari will take guests on a two and a half hour adventure beginning with a short hike along a scenic section of the Florida Trail, one of only eight National Scenic Trails in the US, as they head toward the launching point of the zipline course. Led by an expert guide, guests will “zip” among the trees from platform to platform along a system of seven high-tension cables. The breathtaking aerial view of the wilderness will be the perfect vantage point to spot wildlife and learn about Florida’s ecology and history. Adding to the adventure, the course will also include two sky-bridges passing over slough, a type of forested wetland.

Florida EcoSafaris follows one of the prime directives of eco-tourism, the concept of giving back. A full 30% of tour revenues from the Zipline Safari, Coach Safari and Horseback Safaris are donated to the conservation effort with the goal of acquiring additional lands to be preserved at Forever Florida. Said Wilshire, “Our guests make a significant positive impact on protecting Florida’s wilderness just by visiting. When they come back to see us again, they know that this special place is larger and better protected because of them.”

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Tickets for the new Zipline Safari are \$85 for Adults and children ages 10 and up who meet the minimum weight requirement of 70 lbs. Florida Residents can enjoy a special preview rate of just \$50 per person throughout the month of January. One, two and three-hour Horseback Safaris are available for \$40, \$60, and \$80 respectively. The two-hour Coach Safari is \$28 for adults and \$22 for children ages 6 to 12 with no charge for children 5 and under. Florida EcoSafaris is located at 4755 N. Kenansville Rd in St. Cloud, Florida, one hour southeast of Orlando. Take US192 to Holopaw, then south on SR441 for 7.5 miles. Advance reservations are recommended and can be made by calling toll free 1-866-85-4EVER. For additional information, visit [www.FloridaEcoSafaris.com](http://www.FloridaEcoSafaris.com).

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**About Florida EcoSafaris at Forever Florida:** Florida EcoSafaris is a unique eco-tourism attraction located in St. Cloud, Florida; just one hour southeast of Orlando. Departing from a picturesque Florida cattle and horse ranch, guests journey deep into the 4700 acre Forever Florida wildlife conservation area. This very special place encompasses nine distinct ecosystems and is pristinely preserved just as nature intended. Guests experience natural streams, forests, pastures, wetlands and learn about the wide array of Forever Florida's wildlife including alligators, black bears, white-tail deer and the endangered Florida panther. Three fully-guided tour options are offered: Coach Safari, Horseback Safari and NEW for 2009 the Zipline Safari. Visitors make a positive impact on the environment as a substantial portion of revenues go toward the purchase of additional lands to be conserved at Forever Florida.

Additional programs available include the full-service Cypress Restaurant, meeting planner and special event facilities, educational camp programs for kids and adults, field trip and scout programs, camping, cabin rental and overnight horseback safaris.

**Directions:** Florida EcoSafaris at Forever Florida is located at 4755 N. Kenansville Road - St. Cloud, Florida 34773, about one hour southeast of Orlando. From east or west, take US 192 to Holopaw, then turn south on US 441. Drive seven and one-half miles, and Florida EcoSafaris at Forever Florida will be on the east (left) side of the highway.