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IMAGINATIVE TRAVELLER HELPS DONKEYS GO AWOL IN EGYPT

Imaginative Traveller, offers small group adventure holidays worldwide, is proud to announce its sponsorship of a groundbreaking animal care initiative in Egypt.

Animal Welfare of Luxor (AWOL) is a charity dedicated to caring for working animals that operates on the unheralded west bank of the Nile in Luxor, an area that is home mainly to poor farming communities and one where veterinary assistance is in short supply. In contrast, the opposite side of the Nile boasts a number of animal clinics that care for animals involved in the tourist trade.

AWOL travels to local communities, treating sick animals and encouraging preventative care for animals that are well. Donkeys are amongst the beneficiaries of the charity's efforts: its work includes repairing harnesses (undetected nails protruding from them can cause donkey's severe pain through scratching), replacing chain head collars with softer ones made of fabric, worming and checking for fleas. These small actions make a huge difference to the animals' quality of life as well as preventing more serious injuries and illnesses from developing.

Currently AWOL does not have a base and all of its work is peripatetic, so it is unable to offer its help to animals with serious medical conditions. The charity is currently trying to raise funds to cover the cost of building a permanent clinic on the west bank, to be staffed by a full-time vet, where it plans to offer free treatment to animals in need of long term care. Imaginative Traveller has sponsored the stable area of the new clinic and donated the £2,500 required to build it. The company plans to continue to support AWOL in the long term, in line with its responsible travel policy, which has seen it contribute towards small charities and helping worthy initiatives worldwide in the companies' main destinations.

AWOL is still seeking the remainder of the funds required to build the clinic - and Imaginative Traveller would like to take the opportunity to encourage contributions towards this laudable charity. Companies can follow Imaginative Traveller's lead and sponsor the construction of a dedicated area of the building, while individuals can participate in its 'buy a brick' scheme. A £10 donation buys a brick for the new facility along with the knowledge of having made a significant contribution towards the welfare of future generations of animals.

Imaginative Traveller offers a 15 day tour "Jewels of Egypt" including a donkey ride to the Valley of the Kings. Highlights include the Egyptian Museum, Alexandria, Abu Simbel, Cruising the Nile and the Karnak Temple. Prices start from £1083 per person in May, including flights, accommodation, transfers, most meals, boat trip, entrance fees and services of a tour leader. Local payment to be made: \$220. Call Imaginative Traveller Reservations Line on 08450 778803 or book on line at www.imaginative-traveller.com

If you would like make a contribution towards AWOL by buying a brick (or even two!) please visit their website, <http://awol-egypt.org>. We know that your help will be warmly appreciated.

-Ends-

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Note to Editors: Established in 1991 Imaginative Traveller has grown steadily to become one of the world's leading operators of small group adventure tours. For Imaginative Traveller, travel means getting to the heart of the country whilst offering the most authentic travel experience possible. Imaginative Traveller aims to minimise the impact on the environment and to deliver travel in a courteous, beneficial and respectful manner. Worldwide experiences and activities are available including sailing, balloon rides, wildlife spotting, cycling, snorkelling and elephant riding.

