



PRESS RELEASE

“If you’re not living on the edge,  
you’re taking up too much space”

## Ultimate Adventures: A Rough Guide to Adventure Travel

From mind-expanding treks to mind-blowing ice climbs, adventure travel is the edgy frontier for those who want to break out of their comfort zone and get out there.

Whether you are a committed adrenalin junkie or first-time thrill seeker, **Ultimate Adventures** tells you where, when and how to plan the adventure that best matches your skills, strength, capability and dreams.

“These are uncommon adventures for the common man” claims author Greg Witt. “The selected journeys are designed to become an adventurer’s ‘life list’ with all the essential information to make the trip possible.”

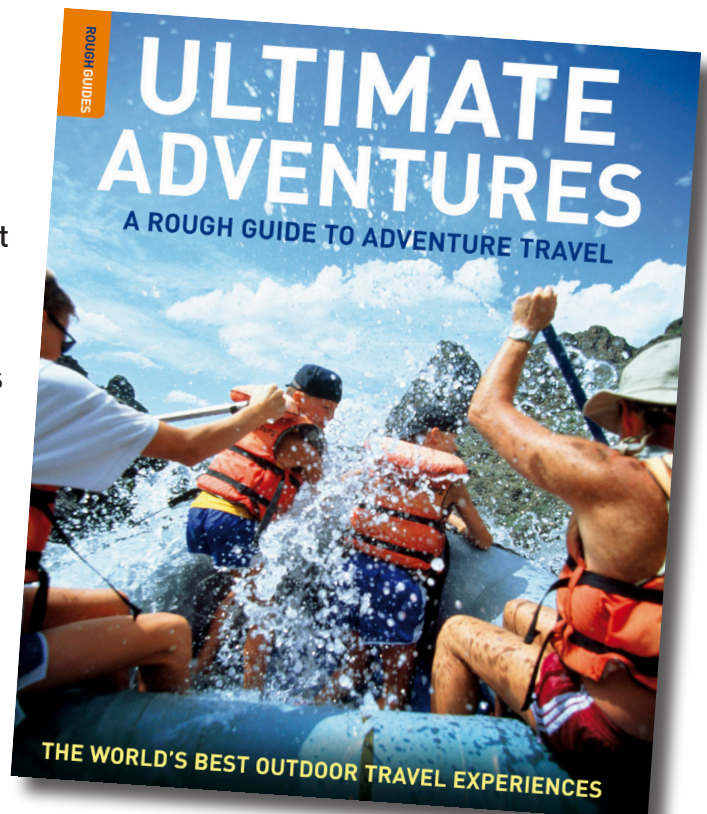
**Ultimate Adventures** circles the globe to track down the world’s best trekking, climbing, diving, cycling, skiing, caving, surfing, and paddling experiences.

Thousands of potential destinations were analyzed and scrutinized, the ‘too tame’ and ‘unattainable’ meticulously weeded out. The result is over 150 adventures that are destined to become the most memorable expeditions of your life.

(cont...)

“Pack light and dream big.  
Adventure awaits the traveller whose  
mind and body are ready”

Greg Witt



NOTES FOR EDITORS

### Ultimate Adventures: A Rough Guide to Adventure Travel

NEW TITLE

Published: 1st September 2008

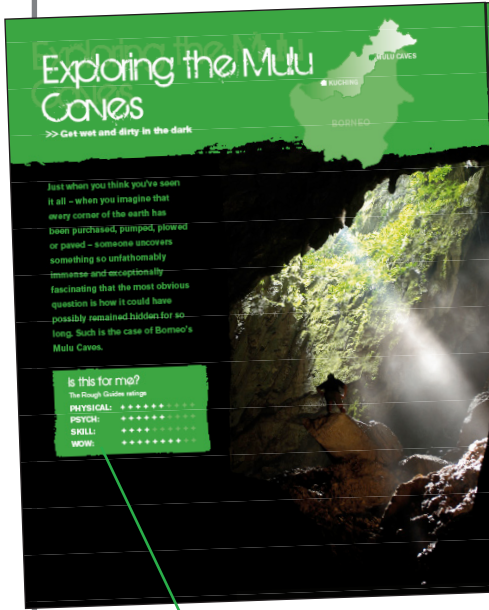
ISBN 978-185828-1995

Large format, 350p, FULL-COLOUR throughout

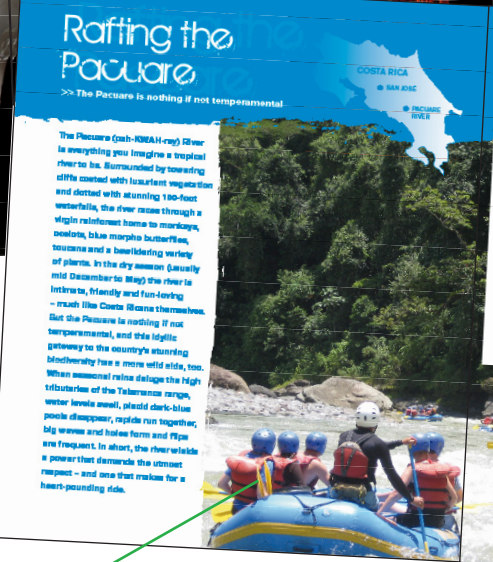
£16.99

An authoritative hands-on assessment of each adventure that allows readers to imagine the experience in advance.

Sidebars draw readers into the locale with fascinating and sometimes quirky insights and advice e.g how to sleep on a portaledge or fend off a mountain lion!



Explains when best to go, how to get there, how to prepare and anything else you really need to know



Rates each adventure by Physical, Psych, Skill and Wow factors making it easy to choose an adventure that matches ability and preference.

Compelling photography puts readers at the heart of the adventure.

Expert resources for guides, gear, and transport as well as suggested reading and viewing

## About the Author

Greg Witt, adventure traveller for over four decades, lives the adventures he writes about. His journeys have taken him to every corner of the globe. He has guided mountaineering expeditions in the Alps and Andes and paddled wild rivers in the Americas. He has conducted teams of adventurers into golden slot canyons, trudged through deep jungles in Africa, Central America, and Asia, and guided archaeological expeditions across the parched Arabian Peninsula.

Some weeks, Greg hikes more miles than he drives, which means he wears out his boots faster than he wears out tires. He has crossed the Grand Canyon on foot many times, climbed Colorado's three highest peaks in three days, and while guiding in the Alps hiked over 700 miles and gained nearly 100,000 vertical feet of elevation –the equivalent of climbing Everest 9 times. His passion for adventure always focuses on sharing the experience with others.

He was a contributing author on **Make the Most of Your Time on Earth: A Rough Guide to the World** and has authored several other books.

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