

Press Release 1 – Release Date 4/9/2015

# ADVENTURE BASE

Global domination [one-step at a time]

*Adventure Base launch new website & brand identity as part of their vision to become the worlds premiere adventure provider.*

Adventure Base is a lesser-known Adventure Company based in the alpine capital of Chamonix, however this is all set to change.

It is at the very foot of Mont Blanc in a small, wood paneled office that they have been carefully planning their evolution. Rhiannon Cook, newly appointed Head of Business Development comments *“Authentic adventure has always been at the heart of Adventure Base since it launched in 2008. What we have not been great at, is communicating our love, passion and experience through a brand identity or showing off the incredible range of Adventures we have to offer. This is now changing rapidly as we re-invent, rebrand & launch our new website, all under the direction of our newly formed management team”*

Hang out with the team at their base in Chamonix and it won't take long before you realize that these guys are the real deal; practicing what they preach and true masters of their fields. None other than 11 times Mount Everest expedition leader Kenton Cool is a shareholder and is active in the planning of their trips. The team can collectively lay claim to cycling across the USA, climbing Mont Blanc from all directions, competing in Iron Mans around the globe, climbing the south face of the Aiguille de Midi and skiing the north face, surfing (small waves) from Brazil to Mexico.

It is this wide spread knowledge, experience & passion that is forming the basis of our strategy. Inline with their “It's your Adventure” campaign Adventure Base will offer a broad range of Adventures – from Skiing in the Alps to climbing some of the worlds most challenging peaks; to trekking in Nepal to cycling the Alpine cols.

In addition they are developing new products, for example, La Kinkerne, Morzine. Rhiannon describes La Kinkerne as a “wonderful small hotel and



bar that carries with it its own local history and an uncontrived mountain feel” They are going to retain its character, provide a level of cultural immersion and add a few new services including ‘Dawn Patrol’ - their early bird hike up the mountain [straight from our front door] - which is open to all Adventure Base guests in Morzine.

Founded in 2008, Adventure Base provides skiing, climbing, cycling and trekking adventures around the globe.

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For more information please visit the new Adventure Base website:  
<http://www.adventurebase.com/>

Press area : <http://www.adventurebase.com/press-area/>

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