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NEWS RELEASE

FOR IMMEDIATE RELEASE – 08/29/19

ELDERTREKS FEATURES PAUL MCCARTNEY ON CAMPING WITH EMPEROR PENGUINS TRIP

LOS ANGELES – ElderTreks is promoting its unique trip to Antarctica by inviting Paul McCartney. The front man of The Beatles is joining the 10 other 50-plus campers' Antarctic trip in order to promote the importance of climate change awareness. ElderTreks is teaming up with McCartney in order to sell its experience and help McCartney's personal goals as an activist. This trip will take place over the course of nine days in December. McCartney fans from all around the world will have a chance to be with the artist up-close and explore the polar region. Paul McCartney will announce this trip on a Facebook Live on Sept. 12.

Gary Murtagh, founder of ElderTreks, said: "I wanted to bring Paul along because of his passion for world preservation. He will really bring the trip to the next level for The Beatles super fans."

In order for travelers to get involved with this trip they must purchase the experience on the ElderTreks website. The price of the trip is \$45,750 and is for those with an activity level of two. Tune into the Facebook Live for more personal details from McCartney.

ElderTreks is a set of small group exotic adventures for travelers 50 plus. Learn more at www.eldertreks.com.

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MEDIA ADVISORY

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PAUL MCCARTNEY JOINS ELDERTREKS ON CAMPING WITH EMPEROR PENGUINS TRIP

LOS ANGELES— Paul McCartney will join the Camping with Emperor Penguins ElderTreks trip this December. McCartney will announce his guest appearance on a Facebook Live. Reporters must have access to wireless internet and the Paul McCartney Facebook page.

- WHAT:** The ElderTreks trip with Paul McCartney is a unique opportunity for Beatles super fans and advocates of climate awareness. McCartney will be able to bond and share his personal opinions with members of this 50-plus excursion.
- WHO:** Paul McCartney will be in solo attendance of the Facebook livestream in an interview setting.
- WHEN:** This livestream will take place on Sept. 12 at 2 p.m. EST. The ElderTreks excursion will occur in December.
- WHERE:** The livestream will be on Facebook Live through the Paul McCartney Facebook page.
- DETAILS:** Any media personal is allowed to be in attendance as long as they join the Facebook Live on Paul McCartney's page.

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FACT SHEET

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PAUL MCCARTNEY ANNOUNCES COLLABORATION WITH CAMPING WITH
EMPEROR PENGUINS ELDERTREKS TRIP

What is this ElderTreks trip about?

Paul McCartney will join the ElderTreks on the Camping with Emperor Penguins trip. McCartney will announce this collaboration on a Facebook Live on Sept. 12 at 2 p.m. EST.

Paul McCartney

- McCartney was the lead singer of **The Beatles** from 1960-1970.
- He is an advocate for climate change and animal rights.
- McCartney is currently 77 years old.

ElderTreks

- ElderTreks is for small group exotic adventures for travelers 50-plus.
- The organization has a variety of exotic trips in all different regions of the world.
- It was founded by **Gary Murtagh** in 1987 as a way for 50-plus explorers to see the world at any age.

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