

Pure Adventures leverages and utilizes local expertise for route development, sites to see, people to meet, where to eat, shop and experience life as a local would.



For Immediate Release

Pure Adventures Adds Switzerland To Cycling Vacation Lineup With Guided Tour de Suisse and Self-Guided Programs

SCOTTSDALE, AZ, Feb 4, 2013 – Europe’s active travel leader Pure Adventures <http://pure-adventures.com>, that designs game plans for adventurous cycling vacations, announces two new-for-2013 itineraries in Switzerland. See <http://pure-adventures.com/tours/switzerland.php>



The first is a guided opportunity for a maximum of 20 VIP guests who will partake of the festivities surrounding Tour de Suisse (Switzerland), a less-frenzied event than Tour de France but, according to Loren Siekman, founder of [Pure Adventures](http://pure-adventures.com), “more accessible and equally exciting.”

Tour de Suisse (Switzerland) 2013 wraps around the June 8-16 race itself with the guided tour June 9-15. Pure Adventures has an exclusive partnership with Bike Switzerland to be the only VIP Operator to the Tour de Suisse for 2013 and it is the exclusive partner in North America for this professional UCI event considered the last important warm up to the Tour de France.

The per person double rate of 3200 CHF (Swiss Francs – approx \$3,480 USD) includes six nights lodging, all breakfasts and lunches, five dinners, cell phones, GPS, maps, professional Swiss guides, luggage transfers, van support, train transfers and bicycle transfers during TdS program, exclusive VIP pass and access benefits and use of a new BMC Racing bike for rent. See: <http://pure-adventures.com/tours/tour-de-suisse.php>

This tour begins in Interlaken, with a tough ascent up Grosse Scheidegg (1,962 m) enroute to Meiringen and the Tour de Suisse VIP tent to watch riders cross the finish line. On day three is a boat ride across Brienz to begin a Brunig pass climb of 67 km enroute to Lucerne. Day four witnesses from the roadside contenders hauling themselves over the hills between Lucerne and Leuggern. Day five covers 80 km on car-free bike paths enroute to Meilen in time for the finish and festivities.



Guests will have easy access to the team buses, mechanic stations and former Swiss pros. Local celebrities such as Beat Zberg (Swiss National Champion) and Alex Zulle are just a few of the riders guests may meet in the VIP tent. On day six guests return by train to Meilin and a last pass by bike on a Swiss mountain before departure on day seven. This tour challenges with lots of climbing including some big mountain climbing of category 1 and HC category routes. Guests cycle on average 80 km over four hours a day.

Pure Adventures' second new tour in Switzerland is a self-guided cycling program from Geneva to Interlaken.

The May through October, self-guided, eight-day tour travels from Geneva to Interlaken. Pure Adventures developed this trip with emphasis on local expertise and employed the famous Swiss national cycling routes. In Geneva, where the cycling tour starts, travelers get fitted up at a local bike shop with late-model BMC hybrids and road bikes for use throughout. Among the destinations are Lausanne, Lac Lemman for a boat trip, Montreux and wine country, Bulle (the entire old town is a Swiss National Heritage Site), Gruyeres and Gstaad in the Bernese Alps.

The per person double rate of 1780 CHF (Swiss Francs) includes seven nights lodging, daily breakfast, one dinner, arrival orientation, bike set up, GPS navigation, route book with maps and cue sheets with notes about sites and recommendations along the way, bike rental return handling by train from Interlaken, emergency support during riding hours, and all luggage transfers between hotels. See: <http://pure-adventures.com/tours/cycling-switzerland.php>



About Pure Adventures

Pure Adventures (<http://pure-adventures.com>) emerged in 2004 from Discover France Adventures (founded in 1994 by Loren Siekman) to meet North American client requests for high-quality, self-guided cycling tours beyond just

France. Pure Adventures leverages and utilizes local expertise for route development, sites to see, people to meet, where to eat, shop and experience life as a local would. Pure Adventures award-winning tours are competitively priced and meticulously planned with substantial behind-the-scene support creating a unique combination that makes a Europe adventure more easily accessible to today's active traveler.

The company adheres to eco-friendly living and low-to-no-impact travel. Vehicles and other energy consuming resources are not used to support self-guided tours. Electronic communications, cloud storage systems and document sharing help diminish paper printing and storage. Through annual donations the company supports sustainable travel and carbon offsets. Contact them by phone: 800-960-2221 or 480-905-1235, Email:

info@pure-adventures.com, or visit online: <http://pure-adventures.com>.

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