

Sedona Co. Zooms into Scottsdale

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We're all familiar with Sedona's super-popular Pink Jeep Tours. Now, in a genius move, Pink Jeep Tours' president and owner, Shawn Wendell, is bringing the brand's adventure-seeking experiences to the Valley. Pink Adventure Tours is Wendell's new Scottsdale-based operation will work in partnership with Pink Jeep Tours; the new company will offer Valley locals and visitors (and we know there are so many this time of year) safe, easy access to the premier adventures of Northern Arizona in Sedona and the Grand Canyon.

Pink Adventure Tours will bring guests from Scottsdale to northern Arizona by way of luxury Mercedes Sprinters (which, of course, will be pink) with seating for 10 in premium leather captain's chairs. Combining education with adventure, throughout the entire experience, guests will be accompanied by certified guides who will share the history, geology, flora and fauna of each area along the tour route.

Once they reach their chosen destination, Pink Adventure Tourists will experience each area's explorations. Excursions include the Broken Arrow Tour, Sedona's most popular Red Rock adventure, and an expedition along the Grand Canyon's east rim featuring stops at Desert View Watchtower and Yavapai Point.

The first tour kicks off Jan. 1, but reservations are currently be accepted. www.pinkadventuretours.com.