

**For Immediate Release**

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**CW APPOINTS THREE TO DEVELOP RELATIONSHIPS  
WITHIN TRAVEL AGENT COMMUNITY**

***New personnel reflects heightened dedication to working with  
travel agents to support company growth and promote CW adventures***

**Waterbury, VT (June 2013)** – [CW](#), the world’s premier small group walking adventure outfitter, has announced three appointments to enhance its [Best Foot Forward](#) (BFF) program, a membership-based “preferred program” that aims to provide qualified travel agents with increased commissions, first-rate selling tools, booking information and additional resources to attract clients to CW tours. The added personnel will support CW’s recent rebrand and expansion by developing travel agent relationships in key markets including Canada, the Western and the East. Formerly known as Country Walkers, CW has added several styles of trips in the past couple years including Self-Guided Biking and Walking adventures, a collection of safaris into Africa, and CW Select Experiences, a portfolio of independent and in-depth explorations spanning 15 countries.

“We’ve always been proud of the strong relationship we have had with the travel agent community, and recognize agents as important players as we continue to grow. With the addition of three new sales and development professionals, CW is able to further promote its existing and new adventures in three target markets,” noted Timo Shaw, President of CW. “From monthly travel agent webinars to our Best Foot Forward program, we’re excited to work side by side with agents to deliver CW’s many different styles of travel.”

CW welcomes these travel agent community veterans to the CW staff:

**Dallyce Macas, Business Development Manager – Canada**

Spending a lifetime in the hospitality, travel and leisure business means never standing still. Before joining CW, Dallyce managed a variety of travel companies, most recently discovering the experiential world of adventure travel. As an avid outdoor enthusiast, Dallyce has traversed the globe visiting over 50 countries, with her favorite modes of travel being walking and biking as well as taking in the scenery from a safari vehicle or small ship – making her addition to the CW team a perfect fit.

Born and raised in Winnipeg, Manitoba Macas earned an undergraduate degree from the University of Manitoba. She speaks English and is based in Toronto. (contact: [Dallyce@cwadventure.com](mailto:Dallyce@cwadventure.com))

**Julie Quarry, Business Development Manager – West**

Quarry brings more than a quarter century of experience to her new role at CW. She has been strongly committed to travel agent sales in tour and small ship cruising, and experiences great satisfaction in helping agents expand their markets and increase their revenue by positioning them to bring enhanced value to the agent-client relationship. Quarry is proud to be a part of the expanded CW team, noting in particular the company’s passion for delivering active experiences for the traveler and expanding its distribution channel to focus on agents.

Born and raised in Tacoma, Washington, Quarry earned a Travel & Tourism degree from Knapp College of Business. She is certificated as a Small-ship Expert and in Hospitality Selling Skills. Quarry is based in Mesa, Arizona. (contact: [Julie@cwadventure.com](mailto:Julie@cwadventure.com)).

**Glenn Letch, Business Development Manager – East**

With 30 years of management experience in the hospitality industry focused on hotel, travel, and business development, Letch is excited to expand CW’s distribution channel for travel agents. Prior to joining CW, Letch owned a full-service travel agency affiliated with major consortiums and home-based agents. He sees his role as introducing, educating, and motivating travel agents on the benefits of recommending CW to their clients. Indeed, having “grown up” in a travel agency family, Letch fully understands the challenges of the business and is determined to make the travel agency experience with CW as excellent as the company’s adventures.

Born and raised in the Boston area, Letch earned a BS in Hospitality Management from Johnson and Wales University. Based in Cape Coral, FL. (contact: [glenn@cwadventure.com](mailto:glenn@cwadventure.com))

For more information on CW, please contact (800) 464-9255, or visit [www.cwadventure.com](http://www.cwadventure.com).

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**ABOUT CW (formerly known as Country Walkers)**

For 34 years, CW ([www.cwadventure.com](http://www.cwadventure.com)) has provided active, immersive, and stunning travel experiences on five continents. Based in Waterbury, Vermont, CW’s unique itineraries and insider access bring the beating heart of a destination to life with well-crafted itineraries for Guided Adventures, Self-Guided Walking & Biking Adventures, Safaris, Select Experiences, Small Ship, Family Adventures, and Private vacations. All trips highlight superb cuisine, fine, authentic accommodations, and immersive cultural and natural experiences.

CW is a part of PEAK Adventure Travel Group, a global, independently-managed business of adventure travel companies. PEAK Adventures consists of 20 businesses around the world that together, take 340,000 passengers to all seven continents. It is the global leader in adventure travel, offering an unrivalled range of adventure products, experiences and destinations.