

For Immediate Release

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COUNTRY WALKERS LAUNCHES NEW WEBSITE FOR CW SAFARIS DIVISION

Building on the success of a three-year-old division, leader in worldwide active travel continues brand evolution with dedicated website for safari clientele

Waterbury, VT (May 15, 2015) – Since the launch of its compelling collection of safari adventures in 2012, [Country Walkers](#) has seen its [CW Safaris](#) division grow from a handful of tours to 26 – and counting – in 10 countries across the continent. With three years of success behind it, and guest interest in Country Walkers' fresh perspective on classic safaris still running high, the tour operator is launching a new dedicated website: CWsafaris.com.

The new CW Safaris website is easy-to-navigate and brings the company's adventures to Africa alive for clients of all ages, interests, and web-surfing abilities. Since introducing the brand, the safari collection has garnered national media recognition in *The New York Times*, *Men's Journal*, *Discovery.com*, among other notable travel and lifestyle publications. Most recently, CW Safaris' [Mozambique: Ibo Island Dhow Safari](#), was named one of *National Geographic Traveler's* 2015 "50 Tours of a Lifetime."

"As with all of our experiences in Africa, there is an engrossing and engaging experience awaiting online visitors to our new CW Safaris website and travelers will benefit from it in myriad ways," says Sonya Bradley, Product Director of CW Safaris. "The new site builds upon the success we have seen since introducing the CW Safaris brand and there is only more to come."

On the new website, guests can research trips with ease, navigating by country, safari style (Private Classic Safaris, Scheduled Group departures, Family Safaris, or Custom), or by activity-type ranging from active safaris to classic game drives to gorilla tracking-tailored safaris. The website also features informative country overviews spotlighting the wildlife, landscape, weather, seasonal highlights, and local guide biographies. Guests will also enjoy the new safari maps on the site, designed by a *National Geographic* cartographer. In addition to country overviews, CW Safaris' new site offers comprehensive safari tips to travelers such as information about a typical day on safari, packing suggestions, accommodations and cuisine recommendations, and safety tips. The website also includes a blog providing safari-related news, developments made in conservation, and insider tips and advice.

For more information on CW Safaris adventures, contact CW Safaris visit www.CWSafaris.com.

About Country Walkers

For over 35 years, Country Walkers (www.countrywalkers.com) has provided active, experiential, and stunning travel experiences on five continents. Based in Waterbury, Vermont, their unique adventures and insider access bring the beating heart of a destination to life with well-crafted itineraries for Guided Adventures, Self-Guided Walking Adventures, Safaris, and Private vacations. All trips highlight superb cuisine, fine, authentic accommodations, and immersive cultural and natural experiences.

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