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CW PUTS THEIR “BEST FOOT FORWARD” WITH NEW PROGRAM AND BIGGER COMMISSIONS FOR TRAVEL AGENTS

Membership-only “preferred program” makes selling CW tours more rewarding with commissions up to 12% on agency bookings

Waterbury, VT (April, 2012) – CW introduces [Best Foot Forward](#), a NEW “preferred program” to aid travel agents in selling CW tours to dedicated clientele with heightened commissions.

Launched in conjunction with **CW Travel Agent**, the company’s new microsite, Best Foot Forward (BFF) provides qualified travel agents with first-rate selling tools, booking information and additional resources to attract clients to CW trips. Available via membership only, Best Foot Forward benefits include:

- **Increased Commissions:** BFF members receive a 12% commission on all agency bookings for CW Guided, Self-Guided, Select, Safaris, and Private Adventures. For CW’s Small Ship the commission is 10%.
- **Year-end Override Commissions** (based on completed tours per membership year):
 - \$50,000 to \$100,000 earns 1%
 - \$100,001 and up earns 2%
- **Preferred Travel Discounts:**
 - Outside of 60 days prior to trip: 15% in lieu of commission
 - Within 60 days prior to trip: 30% in lieu of commission
- **Advance “insider” knowledge of promotions and special departures**
- **Priority wait list for clients**
- **A dedicated phone and email contact from CW**

Program details and some restrictions apply, of course, including participation in an introductory “webinar” to ensure that CW is a good fit for agency clientele. Becoming a member of Best Foot Forward is simple –register and apply at bff.countrywalkers.com.

For more information please visit www.CWadventure.com or call (800) 464-9255

ABOUT CW

CW, based in Waterbury, Vermont (www.CWadventure.com) was established in 1979 and is the leading provider of worldwide active travel. CW offers well-crafted itineraries for Guided Adventures, Self-Guided Walking & Biking Adventures, Small Ship, Select, Safaris, and Private vacations. All trips highlight superb cuisine, fine, authentic accommodations and exceptional guides.

CW is a proud to be part of PEAK Adventure Travel Group Limited, the global leader in adventure travel. An independently managed business of adventure travel companies, PEAK offers an unrivalled range of adventure products, experiences, and destinations. PEAK Adventures consists of ten businesses around the world that together take 300,000 passengers annually to all seven continents.