



FOR IMMEDIATE RELEASE
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Explorica, Inc. Joins USTOA

USTOA is starting the new year with a new member company. Explorica, Inc. has joined the association as its newest Active Member. The membership brings USTOA's current total to 48 corporate members and more than 150 brands.

Along with Explorica, Inc., Keating Educational Tours becomes a brand member of USTOA, according to Bob Whitley, USTOA president. "With the addition of Explorica, Inc., USTOA is increasing its representation in the student travel segment. This area of the industry continues to recognize the importance of membership in USTOA as a symbol of integrity and financial stability. We are delighted to welcome Explorica as our newest member, and we are looking forward to working with them to further the cause of the tour operator industry in America," said Whitley.

Of the new association with USTOA, Olle Olsson, Founder and CEO of Explorica, Inc., said, "Explorica is excited to become USTOA's newest member. Our active membership in USTOA reaffirms to our customers Explorica's enduring commitment to service and reliability."

Founded in 2000, Explorica is now a leader in the field of teacher-led educational travel for middle and high school students. According to Olsson, having helped more than 150,000 teachers and students explore the world through safe and well organized educational travel, Explorica has enjoyed double digit growth since its inception, thanks in no small part to its web-based tool planning and overall tour quality.

Founded in 2000, and based in Boston, Explorica, Inc. operates student tours to Europe, Central and South America, Asia and the South Pacific, plus the U.S. and Canada. The company is located at 145 Tremont Street, Boston, MA 02111 (888-310-7120), email: info@explorica.com.

For more information on Explorica, Inc., visit www.explorica.com. To reach USTOA, email information@ustoa.com, visit www.ustoa.com or phone 1-800-GO-ustoa (1-800-468-7862).

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Contact:
For USTOA:
Linda R. Kundell
Kundell Communcations
LRKPR@aol.com
T: 212-877-2798