

## HOW TO GET UP CLOSE AND PERSONAL WITH POLAR BEARS

*Tauk Takes Travelers to Manitoba, Polar Bear Capital of the World, in New Video Series*



(Photo credit: Justin Weiler)

NEW YORK – January 28, 2015 – Churchill, Manitoba is known as the “polar bear capital of the world” where adventurous travelers can get up close and personal with these majestic beasts as they migrate to the Hudson Bay in search of food for the winter ahead. This once-in-a-lifetime trip offered by [Tauk](#) is now featured in the newest series of experiential travel videos from the [United States Tour Operators Association \(USTOA\)](#).

Among the not-to-be-missed local moments in [Manitoba](#) showcased in the videos, guests on the journey interact with polar bears while traveling through the tundra from the safety – and warmth – of an arctic crawler. Under the helm of local guides and experts, travelers also spend a morning dog sledding and enjoy an in-depth, after-hours tour and dinner at the Manitoba Museum in Winnipeg, an experience not accessible to most tourists.

The videos were created in partnership with travel expert, video journalist and frequent contributor to Tripfilms.com Kelley Ferro as part of USTOA’s *Travel Together* campaign. In addition to the videos, Ferro and AFAR magazine Ambassador Ashley Castle chronicled their experiences in Manitoba on USTOA’s [blog](#). Castle’s top 10 highlights from the trip can also be read at [www.afar.com](#).

The *Travel Together* campaign is a thoughtfully curated collection of videos and blog posts from bucket list destinations around the globe. They were developed in partnership with Kelley Ferro and AFAR magazine to inspire travelers and to share the opportunities USTOA tour operator members create by harnessing local connections and expertise to engage travelers in the regional culture and customs.

*Travel Together* videos and blog stories can be found at [www.youtube.com/user/ustoanyc](#) and [www.ustoa.com/blog](#), as well as [www.ustoa.com/traveltogether](#). Consumers can follow the adventures on [Twitter](#) by using #traveltogether, [Instagram](#), and by joining Facebook chats at [www.facebook.com/USTourOperatorsAssoc](#) with the media team scheduled throughout the coming months.

Videos and blogs about new destinations visited with USTOA tour operator members will be added monthly as part of the *Travel Together* campaign. Next up is Cartagena, Colombia with Avanti Destinations.

For questions and more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com), call 212-599-6599, or email [information@ustoa.com](mailto:information@ustoa.com)

**About USTOA:**

Representing more than \$12.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow 7.6 million travelers annually unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business.

As a voice for the tour operator industry for 40 years, USTOA also provides education and assistance for consumers and travel agents.

**Contact:**

Gina Sisco Dolecki/Liz Carty  
Redpoint Marketing PR., Inc.  
212-229-0119  
[Dolecki@redpointpr.com](mailto:Dolecki@redpointpr.com)  
[Carty@redpointpr.com](mailto:Carty@redpointpr.com)

###