



Educational Tours to Real de Catorce aimed at helping poor Mexicans

Auris Tours, November 20, 2004

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Auris Tours has launched retreat, tour and volunteer travel packages to one of Mexico's most mysterious places-and offers economic opportunities to poor rural residents through tourism.

PR9.NET November 20, 2004 - The Auris Project has formally launched its educational travel tours program, Auris Tours, which focuses on Real de Catorce, Mexico as its pilot destination.

Auris Tours was established in 2004 as an educational program to introduce a unique corner of the world to small groups of activists, development professionals, students, travelers and enthusiasts.

The specific objectives of the Auris Tours program are:

1. The implementation of sustainable, pro-poor tourism enterprises to support ongoing human rights and development work of the Auris Project.
2. The creation of a network of tourism-related services provided by the poor of the region.
3. The promotion of the region as a viable eco-tourism destination for individuals, private sector companies, trade and non-profit organizations and government bodies interested in stimulating, supporting and implementing pro-poor tourism strategies in marginalized communities.

Although the Auris Tours program is open to everyone, the Auris Project has designed special trips aimed exclusively at NGOs, foundations, student groups and community action groups. For these groups, the opportunities for acquiring important knowledge and insights from the Catorce destination are abundant. In addition to being in one of the most distinctive and ecologically important areas in the world, Catorce offers insights into the opportunities and challenges that confront rural Mexico and Latin America as a whole. Interested guests can get a front seat view of issues affecting rural communities in Mexico, from ejidos to basic services to participation in the democratic process.

The Tours program manages three types of trips:

1. Volunteer
2. Tours and Excursions
3. Retreats

The Auris Tours program also offers some of the lowest prices to be found among Mexican travel packages. By choosing Auris and Catorce for your international travel, retreat, or volunteer needs, guests ensure that some of the poorest and most ignored residents are able to partake of tourism opportunities that have historically been accessed only by the wealthiest residents of the region. Proceeds:

- Help pay the rent for the Information Resource Center used by our volunteers and other residents seeking key rights and development information.
- Help pay for Auris programs such as computer classes and civic participation initiatives.
- Allow us to contract with poor farmers, cowboys, cooks, housekeepers, guides, chauffeurs and others for a variety of services, including cooked meals and table service, produce bought from family farms and stores, knowledgeable guides to little known sites, and well-trained horses for your excursions. You can also buy handmade crafts from local and visiting artisans and artists.

Please visit us at www.aurisproject.org/auristours.htm for more detailed information, or email info@aurisproject.org.

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About The Auris Project, Inc.

The Auris Project is a grassroots non-profit organization dedicated to providing key rights and development information to marginalized communities in the Americas.

About Auris Tours

Auris Tours was established in 2004 as an educational program to introduce a unique corner of the world to small groups of activists, development professionals, students, travelers and enthusiasts while providing economic opportunity to poor people in rural Central Mexico.

It is a partner of the Auris Project, Inc.

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