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THE ROAD SCHOLAR FALL PRINT CATALOG GETS A MAJOR MAKEOVER

BOSTON (October 3, 2011) — Over the past 35 years, Road Scholar has shipped its iconic, oversized print catalog to individuals eager to find their next educational adventure. As the programming offerings increased, so did the size and complexity of the seasonally published catalogs.

This month, Road Scholar's Fall 2011 catalog will feature a sleek new look, a more comprehensive Activity Level rating system and easier-to-read content all geared toward helping future participants plan their next adventures.

What's New

Road Scholar programs are renowned for engaging expert instructors and providing extraordinary access and exceptional value for participants. As the not-for-profit organization continually strives to improve the participant experience, it is implementing several improvements to its catalog and programs:

Full-Color Pages

The fall catalog will feature full-color pages throughout, including photographs of participants and sites, lively maps to help visualize itineraries, and biographies of hundreds of instructors. It will also contain information on the most popular programs, including Intergenerational, On the Road and Service Learning programs.

Activity Levels

The Activity Levels of the programs have not changed. However, the Activity Level descriptions have been streamlined to better help individuals find a program that best suits their specific needs and abilities.

Personal Listening Devices

Beginning in 2012, Road Scholar will offer state-of-the-art personal listening devices on virtually every program offered in all 50 states and 150 countries.

The information found in the catalog represents a fraction of the details available on the more than 7,000 programs Road Scholar offers each year. Detailed daily schedules, complete lodging descriptions, travel details, reviews and discussions are available on the Road Scholar website: www.roadscholar.org.

About Road Scholar

Road Scholar is a not-for-profit organization with a mission to inspire adults to learn, discover and travel. Our learning adventures engage expert instructors, provide extraordinary access, and stimulate discourse and friendship among people for whom learning is the journey of a lifetime. Since its inception, more than 5 million people have enrolled in its 7,000 iconic educational adventures offered annually in 50 states and 150 countries around the world.

Road Scholar educational adventures are created by Elderhostel, Inc., the not-for-profit world leader in lifelong learning since 1975. Road Scholar is headquartered in Boston, Mass. with offices in the U.S. and the United Kingdom. To learn more, please visit our website at www.roadscholar.org/press.

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