

## FOR IMMEDIATE RELEASE

**Contact: Despina Gakopoulos**  
**(617) 457-5502**  
[newsmedia@roadscholar.org](mailto:newsmedia@roadscholar.org)

### ELDERHOSTEL EXTENDS ROAD SCHOLAR NAME TO ALL ITS LEARNING ADVENTURES

#### Exploritas Dropped as Program Name

BOSTON (June 14, 2010) — To capture the vitality and excitement of its programs, Elderhostel, the world leader in lifelong learning since 1975, will extend the Road Scholar name to all its educational learning adventures. Exploritas, the program name it launched last October, will no longer be used.

Road Scholar, which was trademarked in 1992 and has been used by Elderhostel since 2002, has generated enthusiasm among both seasoned participants in their 70s and 80s and the next generation of lifelong learners in their 50s and 60s. The name was previously used exclusively for Elderhostel's small group programs.

The decision to stop using Exploritas was prompted by the verdict in a trademark infringement lawsuit filed against Elderhostel by a commercial tour company for high school students. Although Elderhostel had scrupulously followed federal law in registering the Exploritas trademark and was legally granted ownership of it by the United States Patent and Trademark Office, its use of the name Exploritas was found to create confusion.

"In the end, the powerful impact we have in people's lives is far more critical than the name we call our learning adventures, and the pursuit of our mission is much more important than the pursuit of an appeal," says James Moses, president and CEO of Elderhostel. "We have closed our brief Exploritas chapter and we are excited to extend the Road Scholar name to all of Elderhostel's educational experiences as we celebrate our 35<sup>th</sup> anniversary year."

#### **About Elderhostel and Road Scholar**

Road Scholar is the name for the programs developed and offered by Elderhostel, Inc., the not-for-profit world leader in lifelong learning since 1975. Our mission is to empower adults to explore the world's places, peoples, cultures and ideas, and in so doing to discover more about themselves. A fellowship of learning and the joy of discovery are the hallmarks of the Road Scholar experience.

Road Scholar programs bring together instructors and participants from diverse backgrounds to foster dynamic interaction, engaging discourse and warm camaraderie. In a world that seems to shrink smaller by the day because of technology, we believe that true insight and understanding are still sparked by hands-on experience and open discussions that stimulate the senses, energize the body and challenge the mind. We are committed to continually developing new program destinations, topics and formats to reflect the shifting realities and emerging trends of our ever-changing world.

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