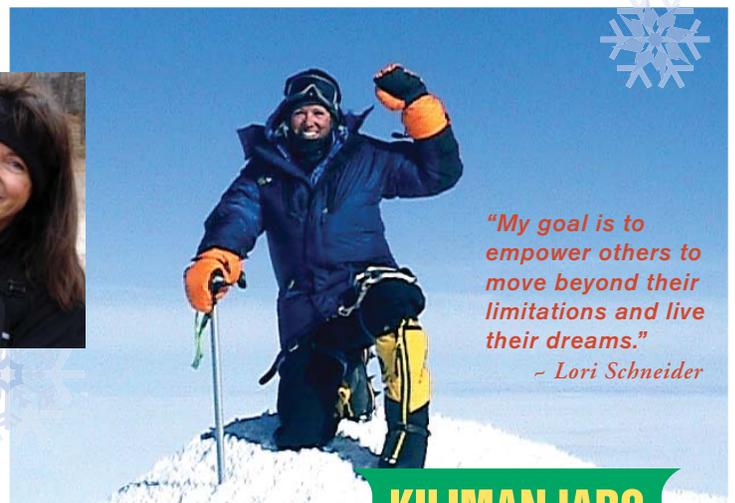


ETA

**Empowerment
Through Adventure**
Climbing Beyond Our Limits

Tel: 715.779.9741 Lori@ETAdventure.com
P.O. Box 671 Bayfield, Wisconsin USA 54814
ETAdventure.com Follow the adventure on Facebook



"My goal is to empower others to move beyond their limitations and live their dreams."

- Lori Schneider



Leap of Faith Adventure - Mt. Kilimanjaro 2011

Fact Sheet

July 10-24, 2011

Mt. Kilimanjaro, Tanzania, Africa

About the Leap of Faith Adventure

Our Leap of Faith climbing team unites people from around the USA and around the globe, with a goal of empowering each individual. Fifteen adventurous men and women with Multiple Sclerosis and Parkinson's Disease will make the journey, along with fifteen climbing companions, assisting and supporting them every step of the way.

Our journey brings together people from all walks of life

Our medical team includes an MS researcher and biochemist, a neurologist, a physician's assistant, physical therapists, sports trainers and the medically trained staff joining us from AAI. We are in good hands! This dream team also includes musicians, dancers, teachers, adventurers, sports enthusiasts, artsy folks, astronomers, moms, dads, cooks, and all around caring people. Together we will empower each other to climb beyond our limits! Meet the Kilimanjaro Leap Of Faith Adventure Team 2011 at: http://EmpowermentThroughAdventure.com/Kilimanjaro_Leap_Of_Faith_Adventure_Team_%202011.htm

Our expert guide service for this adventure is the world-renowned climbing company, Alpine Ascents International. National Geographic Adventure Magazine has named Alpine Ascents one of the "Best Adventure Travel Companies on Earth." Their mission is committed to developing safe, self-reliant and environmentally conscious mountaineers. Learn more at: www.alpineascents.com

About Mount Kilimanjaro

Mt. Kilimanjaro 19,340 ft.

Few mountains match the majesty and mystique of Africa's highest peak. At 19,340 ft., Kilimanjaro towers high above the African plains. "Kili" is the highest free-standing mountain in the world and dominates its landscape unlike any other mountain. This massive, extinct volcano is located in Tanzania. Kilima Njaro, means "Shining Mountain" in Swahili.



Lori's story

Lori Schneider developed a bad case of wanderlust when she was 15 years old. She traveled to the corners of the earth in search of unique cultures, people and challenging experiences. Lori graduated from an all-women's college in 1978 and began a twenty-year teaching career, working with special education children, as well as kindergarten and first grade students. In 1999, at the age of forty-three, Lori developed something else. She awoke one morning with numbness in over 50% of her body. Within two months, it had spread throughout her entire body. The doctors uttered two little letters from an alphabet she had recited so many times - MS. When the crippling shock of the Multiple Sclerosis diagnosis wore off, Lori decided to accelerate her love of travel and mountains, and set out to climb the highest peak on each continent. With the highest peaks in Africa, Europe, South America, North America, Australia, Antarctica, and Asia under her belt, Lori became the first person in the world with MS to summit Mt. Everest and conquer the "Seven Summits." Lori's message to adults and children alike, reminds us that if we believe, we can achieve.

A message from Lori:

Much has happened in my own life since I took that leap of faith and reached the top of the world. Challenging my Multiple Sclerosis on Everest, was a life altering experience for me. Now it is time for me to share the lessons I have learned about believing in yourself and following your dreams. Through my company, Empowerment Through Adventure, I organize adventure activities for others who would like to challenge themselves, step outside of their comfort zone and feel empowered in their own lives. This Kilimanjaro Leap Of Faith Adventure is meant to challenge the body, expand the mind and foster courage in dealing with the diagnosis of a neurological disease.

"It is not the mountain we conquer, but ourselves."

– Sir Edmund Hillary

