



CONTIKI VACATIONS PARTNERS WITH HER CAMPUS MEDIA ON NEW TRAVEL SECTION

*Youth travel leader becomes travel company of choice for
#1 online magazine for college women*

Anaheim, Calif. – Contiki Vacations (www.contiki.com), the worldwide leader in travel packages for 18-35 year olds, has teamed up with the #1 online magazine for college women, Her Campus Media (www.hercampus.com), to introduce a new travel section dedicated to answering travel questions for college women, nationwide.

Her Campus’s first-ever custom section kicks off a year-long partnership with Contiki dedicated to providing readers with tips, travelogues from fellow college students, and travel advice. The section establishes Contiki as the premiere source for travel for Her Campus’ target audience, the “collegiettes.”

“Many college women search for resources that will encourage and enable them to travel, but as a first-time traveler navigating the web, that’s not always an easy task,” said Michelle Murray, Director of Sales & Marketing at Contiki. “Partnering with a media trendsetter like Her Campus provides us with an exciting forum to provide consumers the information they need to set them on the path of traveling the world.”

Her Campus Media will feature Contiki in a multitude of social media channels, ranging from national Her Campus blog coverage, dedicated e-blasts, and promotions of contests, such as the recent “*Have Contiki, Will Travel*” trivia contest. For more information about the partnership, visit www.hercampus.com/travel.

About Contiki

Contiki has inspired 18 – 35 year olds to travel to the world’s most fantastic destinations for 50 years. The trips are hassle-free and include the perfect mix of sightseeing, culture and free time. Travelers can choose from over 200 itineraries throughout Europe, Russia, Egypt, Asia, Australia, New Zealand, Mexico, Canada, South America, & the USA. For more information, please visit <http://www.Contiki.com>

About Her Campus

Her Campus (www.hercampus.com) is the #1 online magazine for college women with branches at 200+ colleges across the country, supplementing national content with local content, produced entirely by the nation’s top student journalists. Her Campus also serves as a marketing platform connecting companies with college students across the country in creative ways.



Founded by three Harvard students - Stephanie Kaplan '10, Windsor Hanger '10, and Annie Wang '11 – Her Campus launched in September 2009 after winning Harvard's business plan competition, and has since grown to over 1 million monthly readers with branches at 200+ colleges. The company has formed content partnerships with Seventeen magazine, SELF magazine and The Huffington Post, and worked with clients including Victoria's Secret, Intel, LOFT, New Balance, Pinkberry, west elm and popchips among others.

Her Campus is a 2011 winner and was named Best All-Around Team in MassChallenge, the world's largest startup competition. Her Campus has been featured in the The New York Times, Yahoo Finance, Fast Company, PR Week, Mashable, The Economist, AOL Money College, CNN Money, CBS MoneyWatch, Business Insider, U.S. News & World Report, and on ABC News Now and Fox25 News, among others. The Her Campus co-founders have been named to BusinessWeek's 25 Under 25 Best Young Entrepreneurs, Inc. magazine's 30 Under 30 Coolest Young Entrepreneurs, Glamour magazine's 20 Amazing Young Women, and The Boston Globe's 25 Most Stylish Bostonians.

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