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Protravel International Joins FXB in Launching a Sustainable Village in Rwanda

In honor of its 25th anniversary, Protravel International is partnering with FXB USA, an international humanitarian organization, and sponsoring an FXB-Village, which will bring sustainable improvements in health, education, and economic opportunity to impoverished children and families in Rwanda.

The goal of the initiative is to build a self-sufficient community in Rwanda, a country devastated by poverty, war, and AIDS. Over three years, the Village program will provide 80 needy families with the tools and training to help them get on their feet, including capital to start a small business, healthcare, school support, HIV testing and treatment, and improved sanitation.

Protravel has committed to raise \$182,500, the full cost of a Village, by launching a participatory campaign among its consultants, employees, vendors, and friends. Protravel President Priscilla Alexander will act as Ambassador to the Village to energize her team and educate colleagues about conditions in Rwanda. "This is a grassroots initiative driven by fundraising ideas from the Protravel offices around the country. It is gratifying to see how so many people want to be involved and have a real impact on improving lives. I am confident this will be a most rewarding tribute to highlight Protravel's 25th Anniversary in 2009."

FXB and the Villages attracted Protravel's attention because of the program's proven success – over 85% of households live above the poverty line at the end of the program and maintain self-sufficiency thereafter. Alexander also liked the Village concept because it has pragmatic objectives and attainable goals. People are both inspired and motivated when they see measurable results.

About Protravel

Founded in 1984, Protravel International is a full service dynamic retail travel company. Its corporate headquarters are located in New York City and support a network of 22 locations. Today over 550 people make up the Protravel organization. Protravel's expertise in destinations, international faring and competitive products coupled with its superior network of contacts makes Protravel the most powerful selling force in the travel industry.

About FXB

Founded in 1989, FXB is an international humanitarian organization dedicated to supporting children left in the wake of the AIDS pandemic. FXB works with the conviction that the best way to help these children is to strengthen the socio-economic capacities of their families and communities. It is committed to ensuring that all progress is sustainable and lasting.

For more information visit www.fxb.org or www.protravelinc.com.