

# Living

LIFE IS EITHER AN INCREDIBLE ADVENTURE...  
OR NOTHING AT ALL

# THE DREAM



FOR THE FIRST TIME EVER, YOU CAN NOW PULL OUT YOUR CREDIT CARD AND BUY A FLIGHT IN A HIGH-PERFORMANCE MILITARY JET, TAKE A LESSON ON HOW TO DOG-FIGHT, CLIMB ABOARD A ROCKET SHIP AND BLAST INTO OUTER-SPACE, OR DIVE WITH THE MOST DANGEROUS CREATURES OF THE DEEP. FOR MANY OF US THE FANTASIES OF OUR YOUTH HAVE PASSED AWAY, ONLY TO BE EXPERIENCED THROUGH DOCUMENTARIES, ADVENTURE NOVELS, AND OTHER PEOPLE'S EYES.

## THE TIME HAS COME FOR YOU TO LIVE YOUR DREAMS!



When you were still a child you were undoubtedly asked many times what you wanted to be when you grew up. Your answers most likely changed over the years, shifting with time as your experiences and your influences from movie stars and television heroes swayed your imaginings of adulthood. You may have dreamt of becoming an astronaut exploring space, or travelling beneath the surface of the waves as an underwater voyager, perhaps even a fighter pilot ruling the skies or a Special Ops Navy SEAL slinking through the jungles of Asia with Ninja-like stealth. Others of you may have pushed aside the sugarplums dancing in your head at Christmas time and requested from Santa Claus a racing car, or a replica assault rifle that the Covert Ops Agents use when rescuing prisoners of war from unfriendly countries. Some of you may have started climbing the walls, practicing to one day be the next Edmund Hillary and conquering Everest, or have even ventured beyond the summits, skydiving from the highest curtain rod in your living room. You played with your toy fighter planes, dog fighting your siblings and neighbour's kids into submission. You wore your snorkel mask into the deep end of the pool where the strange, mythical creatures existed, and you liberated your friends from the perils of the sharks that lurked in those waters. You journeyed to the

centre of the Earth in your dreams as a child, you rescued princesses, fought bad guys and you single-handedly won great wars. You stared danger in the face, and conquered the greatest challenges that any child could fathom. You were a hero, a heroine, a master of your destiny!

And then you grew up...

Today you find yourself at a desk or in an office, supervising a hardware store or establishing your long-term career as you ascend the corporate ladder into upper management. In your spare time you still collect fighter planes or rare coins from sunken treasures, you go to the races and the air shows, and you watch a good documentary on Great White Sharks whenever possible. And a car chase on TV really gets your endorphins pumping, as you privately plan using your new BMW to chase down and take out any vehicle breaking the speed limit in your neighbourhood. While your children sleep you carefully watch the strategy behind 'the bumper push' that the FBI and CIA use to halt a fugitive in a vehicle. Your age has changed, but your childhood visions of yourself and your adventures have remained with you.

A select few of us have never grown up. And

within our Peter-Pan Syndrome we have held on to the hope that dreams can become realities. The more intelligent of us actually became Astronauts, joined the Military and developed into Special Ops Agents, or have set foot upon the highest peaks of this planet. For the rest of us there are the people behind Incredible Adventures, who are clever enough to know that the dreams of our youth will never die. They sought out the adventures, collected the professionals who have become experts in their unique fields, and have unified us to our flights of fancy by creating adventure holidays. Not only did they find a way to be able to experience our youthful fantasies of adventure, but they also paved the way for anyone to be able to live their dream.

When I applied for the job in 1993, I figured the company would maybe last a year but figured it'd be a fun place to work. Little did I know that 16 years later, I'd still be here and writing the title 'President' behind my name. Why have we succeeded in this wild and wacky business? Maybe it's because we don't lie. We've built our reputation by delivering everything we promise and more. We've made it our mission to deliver the most incredible adventures available at the fairest possible price.

~ Jane Reifert



## UPGRADE YOUR VACATION TO... HEART-RACING FUN

Today, Incredible Adventures offers fighter jet flights in six countries, space adventures at Star City, four different great white shark dives, military adventures around the world, and much, much more. The company maintains a full-time staff in Sarasota and Moscow, as well as a worldwide network of really incredible people ready to help fulfil your adventure dreams.

**You've waited your whole life for this flight, and now the time has come to take the ride of a lifetime.**



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