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Experiential Travel Meets Experiential Technology: Relief Rides Come Alive

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Pioneering humanitarian/adventure travel company Relief Riders International (RRI) has partnered with the innovative technology company, Dragonfly, to bring its Relief Rides to life via the internet. Click here to experience Relief Riders International's Dragonfly experience www.reliefriders.com

Great Barrington, MA (PRWEB) July 11, 2006 – Pioneering humanitarian/adventure travel company Relief Riders International (RRI) has partnered with the innovative technology company, Dragonfly, to bring its Relief Rides to life via the internet. Click here to experience Relief Riders International's Dragonfly experience www.reliefriders.com

Integrating still images, text, and video from Relief Riders International's inspiring adventure trip through Rajasthan, India, the team has collaborated on a short, interactive storytelling movie that is easily emailed, and extremely easy to experience.

Relief Riders International leads guests on horseback through five villages in Rajasthan, India. As they travel the exotic landscapes of rural India, riders work with health care professionals to set up medical camps, help provide eye surgery, give livestock to poor families, and distribute school supplies to local students.

RRI and Dragonfly www.dragonfly.com are natural partners – each works at the leading edge of the business world creating important experiences for its customers. RRI performs a unique mission, blending a dynamic adventure travel experience with the opportunity to make life better for the people we visit. Distributing life-changing medical and education supplies in rural villages, every Relief Riders International tour provides a one-of-a-kind experience for our travelers. Similarly, Dragonfly's dynamic interactive media publishing platform allows its customers the opportunity to craft its own unique Dragonfly movie, a one-of-a-kind experience for its viewers.

As RRI Executive Director Alexander Soury notes, "The magic of our trip is that it inspires people who might not ordinarily consider themselves to be humanitarian volunteers to make a meaningful contribution not only to the villagers they meet, but to themselves. Our riders are transformed by their experiences. Dragonfly's system is as innovative as our trips. Together we have simply created a sophisticated movie that captures the Relief Ride experience. For a brief moment in time, from your home computer, you can join us in Rajasthan. Thanks to Dragonfly, we can reach adventurers from all walks of life, and inspire them to come to India with us."

Dragonfly President Guy Nouri said, "We're excited to add Relief Riders International to the Dragonfly family. Whether its Formula One racing or the Morgan Library or the Helen Keller Institute, we developed our unique Internet publishing platform to provide business and non-profit users the exciting opportunity to communicate their message in a new, fresh and compelling fashion. Each Dragonfly movie allows our clients and its viewers to be in complete control, acting as directors of their viewing experience."

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For more information about Relief Riders International Please visit us on the web at: www.reliefriders.com

Media Contact: Alexander Sourì / 413.329.5876

For more information about Dragonfly please visit the web at <http://www.getdragonfly.com/>

Media Contact: Sarah Kirkpatrick/518-325-4428

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[Patients recovering from Eye Surgery Camp at Relief Riders Free Eye Camp in Mehansar, Rajasthan, India.](#)

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[Relief Riders herding livestock into Lohargal](#)

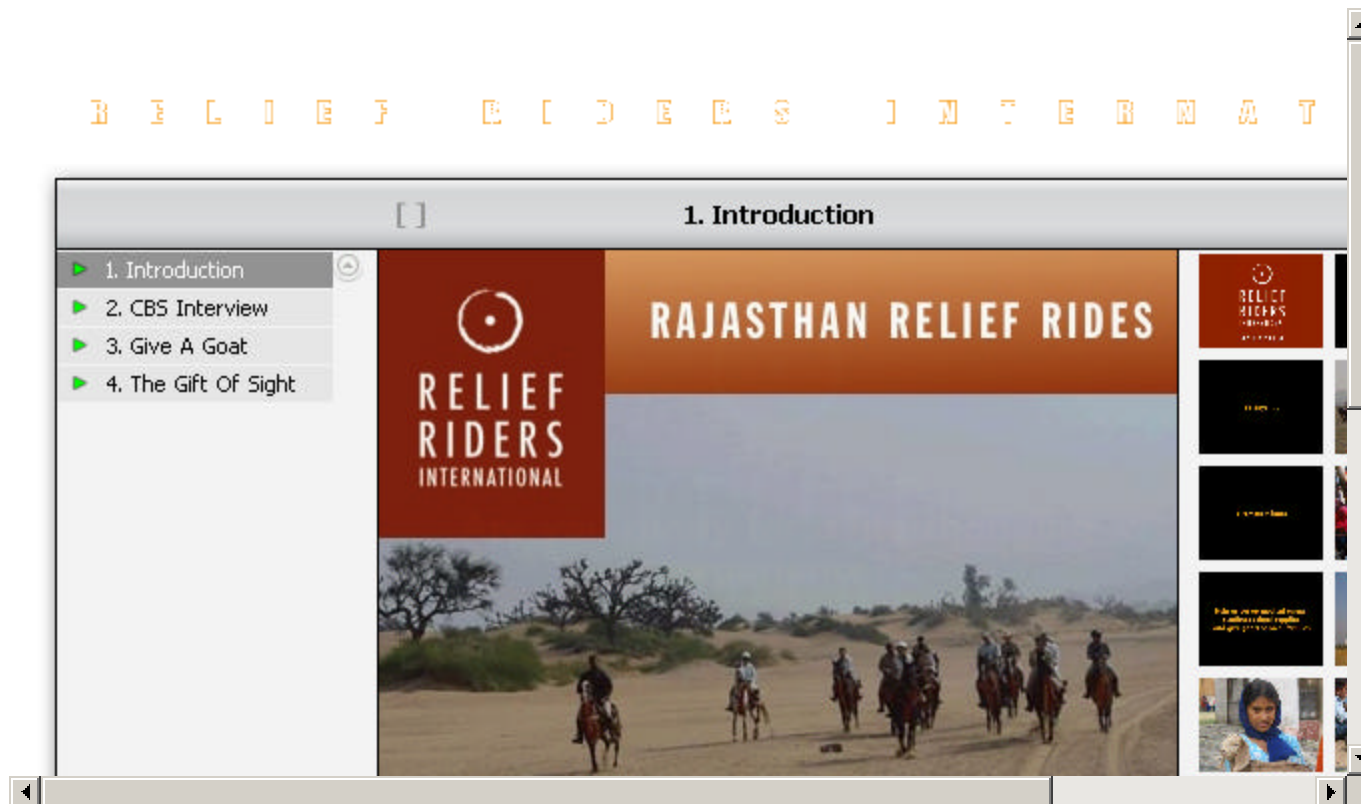
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