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**PRESS RELEASE**  
**JUNE 18, 2015**  
**FOR IMMEDIATE RELEASE**

**LA-BASED LIFESTYLE FITNESS SPECIALIST LAUNCHES CUSTOMIZED TRIPS TO  
HIKE THE HOLY LAND**

*New active travel organization offers walking & hiking trips in  
Israel, Palestine & Jordan*

**LOS ANGELES** (June 18, 2015) – Los Angeles-based fitness specialist and entrepreneur Jack Witt, MS, CPT, recently launched the innovative [Hike the Holy Land](#), which gives individuals, groups, and organizations of all faiths and beliefs the unique opportunity to experience the lands of Israel, Palestine and Jordan on foot.

Hike the Holy Land is a natural extension of similar active travel trips Witt has offered since 2002 to several U.S. National Parks, Costa Rica, and Peru. The trips focus on ecotourism and responsible travel, with an emphasis on natural areas and direct exposure to local people and culture.

“Not long ago, I solo hiked the land of Israel, Palestine, and Jordan,” Witt explains. “I was so moved by the stunning natural beauty and landscape of the region. After walking this Holy Land up close and personal – not trying to see it all through a tour bus window – I knew immediately that I wanted to share the experience with my clients and community. The history of this part of the world is so deep, rich, and multidimensional.”

With the launch of Hike the Holy Land, Witt provides customized active Holy Land walking and hiking trips in partnership with LA-based Trinity World Tours, a longtime veteran in organizing group travel to this region of the world .

Hike the Holy Land is now accepting registrations for the inaugural trip, [March 28-April 5, 2016](#). Unique features of the itinerary include:

- hiking the ancient fortification of Masada
- an urban hike through Tel Aviv
- walking the ramparts of the walled city of Jerusalem
- hiking the Battir Trail and taking a traditional cooking class in Bethlehem
- a hike on the Jesus Trail outside of Nazareth
- full-day, optional extension tour, walking through the Nabatean ruins in Petra Jordan, plus a Wadi Ram Bedouin camping experience.

View the detailed day-by-day itinerary at [HikeTheHolyLand.com](#) at the [Upcoming Public Trips](#) tab.

– MORE –

### **About *Hike the Holy Land* Organizers**

Jack Witt, MS, CPT, is the founder and president of [Get Fit with Witt](#), an award winning health-coaching business based out of Los Angeles. Witt is a well-known community organizer, wellness speaker, and author of fitness, diet and business books.

Scott Scherer, MA, is a life coach, pilgrimage travel specialist, and owner of [Trinity World Tours](#) and [Catholic Travel Centre](#), two companies, which for more than 25 years, have organized and operated customized trips throughout the world, with a focus on the Holy Land.

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