



# VELA ADVENTURES

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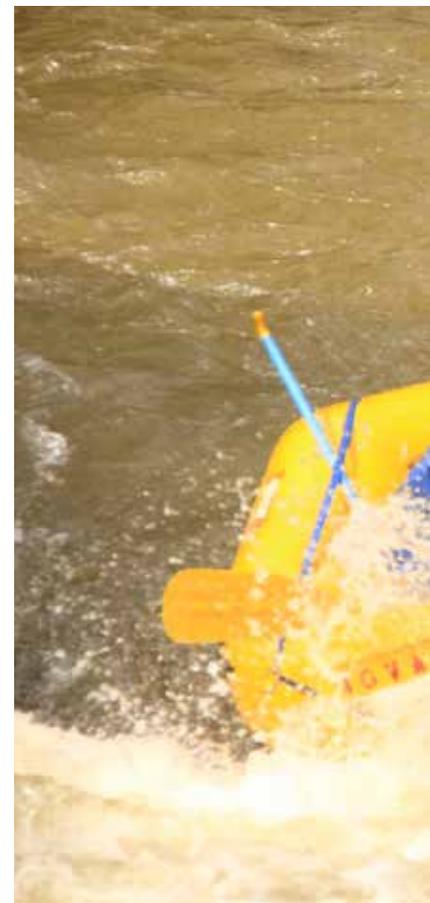
Ever try to get a group of women together to do something fun and exciting? It's no easy task! Trying to get everyone to agree on what activity you want to do is hard enough. Then you have to coordinate schedules between the ladies. Plus someone has to make the reservations and arrangements. By the time you're all done talking about it, it no longer sounds fun or exciting; it sounds like a hassle not worth the trouble.

Kelly Kocher and Heather Fleck were two women who wanted to do fun and exciting things with other women. They ran into all these same roadblocks. As they shared their frustrations with each other over a glass of wine, an idea was born. It would provide a solution, not only for them, but other women like them. That idea blossomed into a business plan and Vela Adventures was born!

Kelly and Heather's basic idea was to take the hassle factor out of arranging an exciting outing and replace it with pampering instead. Whether it is a horseback trail ride, whitewater tubing, archery or rock climbing that you'd like to try, Kelly and Heather take care

of all the arrangements. And the "arrangements" go far beyond simply booking your adventure with the appropriate experts. They replace the hassle with pampering, remember?

You'll start your adventure with your favorite coffee or juice. Don't pack any water or snacks for the day; it's all included in the package, along with a gourmet boxed lunch. You won't need to bring any special equipment, either; it'll be provided through the expert guides and instructors



that contract with Vela Adventures. If you need anything during the day, your Vela Adventure Concierge will be there to take care of you. Sunscreen and tissues are standard items in their packs. And, sometime during the day there'll be a special surprise, just to make you feel a little more special.

Kelly and Heather scheduled their first outings in September 2013. They've had such a great response from women in Denver that they've now expanded their offerings to Boulder and are looking at expanding to other cities as well. They have also gone beyond one-day adventures and now offer week-long day camps. After all, the kids get to go to summer camp for



a week of fun; why shouldn't Mom have her own day camp?

The women who have participated in the Vela Adventures have ranged in age from their twenties to their sixties. Sometimes

it's a group of friends or co-workers that book an adventure together, but, often times, women are meeting and making new friends with the ladies who happen to choose the same outing they did. This removes the need to convince a friend to try something new with you. Just shown up and meet some brand new friends to share your adventure with. "The ladies love the fact that they can access photos and video online from their adventure to share with their friends and family," Kelly offered.



Another new concept that they've developed for 2014 is the Bucket List Challenge. By signing up for the Bucket List Challenge, members receive discounts on their Vela Adventure outings, priority access to free Vela outings and updates on the Bucket List Challenge. The goal, according to Kelly, is "to make you a different person by the end of the year."

Kelly and Heather created a downloadable Bucket List Challenge form. It includes slots for 14 different adventures that you might have on your bucket list. They've listed 10 different possibilities for you and left four spaces blank so that you can add in some of your own ideas. The challenge is for you to complete 10 of the 14 adventures on the list before the end of 2014. Each spot on the list has a space for the date and the signature of your Vela Adventure Concierge to verify your completion of the event. As a reward for completing ten items on your Bucket List Challenge this year, your name is entering into a drawing for the grand prize, which may include local gift certificates, Vela apparel, products and other wonderful pampering surprises.

What began as just a way to help women get together to do things that are both fun and challenging has turned into much more. Vela Adventures is becoming the fun new way to celebrate events such as birthdays and bachelorette parties. Businesses are booking outings as team-building sessions and special rewards for their employees. Meanwhile, Vela Adventures is giving back to the community, too. In their first year of operation, they've already contributed more than \$1,000 to local charities.

Oh, and, yes, Vela Adventures are for women only. Sorry, guys! **HLM**  
Contact Vela Adventures by calling 720-583-5006 or by visiting their website, [velaadventures.com](http://velaadventures.com), and sending them a message.

