

Contact: Wendy Malloy
Cell: (206) 355-4173
info@travel4real.com Attn: Wendy Malloy

Rem Malloy
(425) 355-3711, ext. 1
rem@travel4real.com

Everett-based Travel Expert Shares Secrets about Italy; Expertise Featured on Discovery Channel Radio/Sirius Satellite Radio

Everett, WA – May 12, 2006 – Discover the secrets of traveling to exotic locations while experiencing the real Europe with Rem Malloy, president and co-founder of Italy 4 Real, a Pacific Northwest-based travel company specializing in small group tours to Italy and Europe on Discovery Channel Radio/Sirius Satellite Radio on XXx.

Malloy will provide listeners across the country with helpful travel tips including the best time of year to travel, choosing which cities and how long to stay and where to stay, what to pack, what to wear, cultural and etiquette notes so you won't look like a tourist, personal and hotel security, how to get around using public transportation and information on car rental, money matters and shopping, driving in the city, countryside, and more.

Art, song, food, wine, spectacular beauty and infinite other rich experiences await the traveler to Italy and Europe.

“Over the years we have proven the value of professional travel planning,” said Malloy. “So to have the opportunity to share our expertise on traveling is wonderful.

Malloy provides first-time travelers and experienced globetrotters with the strategies and practical ideas to make an Italian dream vacation a reality.

Owned and operated by mother and son team, Malloy and Deborah de Maio, Italy 4 Real brings the history and culture of Italy to life. In addition to Europe, Malloy takes an active role in assisting clients who are interested in traveling throughout the world.

Malloy frequently speaks and teaches classes about international travel including “what to know and where to go” throughout Europe. Classes range from how to plan an Italian vacation, where to stay, to how to pick the correct route. By going to Europe on tours for six months out of each year, Malloy and de Maio provide up to date, valuable information to the international traveler.

Malloy urges people to travel light, mix with locals, and learn from different views.

“Travel gives people the opportunity to learn about different cultures and broadens their view of the world,” said Malloy. “It’s our in-depth knowledge of our destinations that makes our clients travel so much easier.”

Malloy’s success has given him freedom to speak out about what he’s learned from his travels. In addition to writing about his travel, he gives talks and writes opinion articles.

About Italy 4 Real Tours, Llc.

Italy 4 Real (www.italy4real.com) is a subsidiary of Pacific Northwest-based travel company, Travel 4 Real specializing in individual and small group tours, custom itinerary and event planning to Europe. Owned and operated by a mother and son team, Deborah de Maio and Rem Malloy, Italy 4 Real brings the history and culture of Italy to life.

Each group tour is hand picked -- every hotel, room and restaurant. On its 13-day group tour, travelers are escorted by the owners of the company who make certain the highest quality and customer service is received. Italy 4 Real is like no other travel company. It is focused on providing travelers with a truly unique experience at a reasonable price without any hidden costs.