

FOR IMMEDIATE RELEASE

September 28, 2021—Sunderland, Massachusetts

Outdoor Adventure Company Offers Curated Experiences for Groups

Adventure East opened amidst the pandemic to help groups of students, families, and friends escape into nature.

Adventure East, a new outdoor tour company based in Sunderland, Massachusetts, is ready to guide groups and families this Fall with a full season of outdoor experiences including Paddling on the Connecticut River, Farm-to-Table excursions, Bike Trips, Yoga, and Forest Bathing.

Brian Pearson founded Adventure East earlier this year with the intention of opening up access to more of Western Massachusetts' natural sites. The company provides guided experiences and outfits groups with the gear they need to go beyond “everyday life” and enjoy the great outdoors with family, friends, colleagues and fellow students.

Pearson's career in curating experiences for outdoor enthusiasts began 17 years ago when he founded a travel company in Santiago, Chile and established some of South America's first cat skiing, wine country cycling routes, and pop-up “glamping” experiences. When COVID-19 hit the tourism industry, Brian pivoted his efforts to focus on the adventures and escapes he could build locally.

“You don't need to drive six hours north to experience the untouched beauty of New England. It's all right here in the Pioneer Valley. I see the amazement on the faces of our paddlers and guides when we are the only ones on the stretch of the Connecticut River between Turners Falls and Sunderland. It's like they never knew all of this was here.” - Brian Pearson, President, Adventure East

About Adventure East



Adventure East makes it easy to have fun, outdoor experiences where you can focus on enjoying the natural beauty of Western Massachusetts without the hassle of planning and figuring out logistics.

We aim to provide the resources that will help anyone and everyone be able to experience the outdoors in Western Massachusetts. [Visit the website.](#)

For inquiries, more images, and information, please contact:

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