

*Phoenix Rising Tour Company Press Release*

**Downtown Phoenix Trolley, Bike, and Walking Tours Starting January 2017**

An exciting new company aims to showcase Downtown Phoenix through a variety of guided tours. Launching in January 2017, [Phoenix Rising Tour Company \(PRTC\)](#) will provide a History & Culture Trolley Tour, Art & Mural Bike Tour, and a Coffee Crawl Walking Tour of Downtown Phoenix. PRTC's weekly narrated tours will highlight local businesses, historic buildings and homes, museums, art, food, entertainment areas, galleries, as well as unique spaces and general points of interest pocketed throughout Downtown Phoenix's distinctive neighborhoods.

"It is time to tell the story of Downtown Phoenix," says [Jill Johnson, manager of PRTC](#). "Tours are the best way to help visitors and locals get a comprehensive overview of our vibrant city's past, present, and future."

The company's all-female team (Jill Johnson, Denise Minter, Natalie Young, Lisa Parks, and Chelsea Smith) are a collaboration of Arizona natives and Phoenicians with a passion for sharing Downtown Phoenix's history, culture, and community.

Tour descriptions:

- [History and Culture Trolley Tour](#): inspired by the book, "Downtown Phoenix," this narrated two-hour tour takes passengers on a journey to downtown's past, while also exploring the present culture and community. The total trip covers over 20 looping miles through the downtown core, passing by local monuments, public art, businesses, historic homes and buildings, and includes two full stops. Time: 2 hours. Tickets: \$29 + tax (non-residents); \$24 + tax (AZ residents).
- [Art and Mural Bike Tour](#): features public art and murals from Downtown and will take riders through historic districts along the way. Participants will rent a bike through the [Grid Bike Share](#) program using a new 7-day pass for \$10.00. Time: 2 hours. Tickets: (does not include bike rental): \$25 + tax (non-residents); \$20 + tax (AZ Residents).
- [Coffee Crawl Walking Tour](#): taste and sample coffee from four locally-owned coffee shops, while also exploring public art and historical buildings. Time: 2 hours. Tickets: (includes tastings at four local coffee houses): \$35 + tax (non-residents); \$30 + tax (AZ Residents).

Visitors and locals are invited to experience our exceptional city via these unique tours. Discount ticket prices for Arizona residents encourage locals to learn more about noteworthy and little-known aspects of our capitol city. Tours will be offered on Saturday mornings between January-April 2017, though additional options will be added (see [phxtours.com](#) for schedule updated). Private tours for groups of 12 or more can be scheduled by special arrangement at various times throughout the week.

A special promotional offer is available for \$5.00 of ticket prices for all tours scheduled in January 2017. Customers can use the promo code: TOURS12017 when booking to receive discount. (Offer is limited, taxes and fees still apply).

For more information, the tour schedule, and to purchase tickets, visit [phxtours.com](#), contact [jill@phxrisingtours.com](mailto:jill@phxrisingtours.com), or call 480-710-1006.