



**Elderhostel, Inc.**  
11 Avenue de Lafayette  
Boston, MA 02111-1746  
(617) 426-7788 tel  
[www.roadscholar.org](http://www.roadscholar.org)

## FOR IMMEDIATE RELEASE

Contact: Chris Heppner (617) 457-5422  
[chris.heppner@roadscholar.org](mailto:chris.heppner@roadscholar.org)

### Road Scholar Announces the Launch of Its New World Bazaar

BOSTON (August 9, 2020) Road Scholar, the not-for-profit creator of experiential learning adventures for adults founded in 1975, is launching the Road Scholar World Bazaar in partnership with NOVICA, the leading online marketplace for artisans and craftspeople around the world.

“In a time when our participants are not able to explore the world in person, we hope the World Bazaar will provide opportunities to connect with and support artisans through a virtual experience akin to the cultural experience of visiting a souk in Marrakech, a bazaar in Turkey or a floating market in Thailand,” said James Moses, Road Scholar’s President & CEO.

To bring this bazaar to fruition, Road Scholar is collaborating with NOVICA, founded in 1999 to work directly with artisans throughout Asia, Africa and Latin America. Items obtained through the World Bazaar will provide vital income to artisans and preserve global artistic traditions for generations to come, while also contributing to Road Scholar’s mission.

“The Road Scholar World Bazaar expands on our belief that culture is revealed in the arts, crafts and traditions of its people,” said Moses. “The discovery of a tapestry woven on a backstrap loom or a jali sculpture can lead to an exploration of the Andes or the Moghul Empire — it’s another way of connecting people across cultures.”

Over the past several months, travelers have had to put their dreams on hold and artisans around the globe are struggling, as markets are shuttered because travelers have vanished. This effort is intended to help these artisans and their families survive.

“We are honored and excited to partner with Road Scholar, an esteemed not-for-profit organization and the leader in educational travel for adults. Their adventures are life-changing. I’ve seen it first hand with two generations of my family. My grandmother was an early Road Scholar and participated with them for decades, her stories providing some of the inspiration to start NOVICA,” said Roberto Milk, Co-Founder and CEO of NOVICA. “It’s a partnership where Road Scholars satisfy their curiosity to learn about and experience world cultures, as much as they can during these times, and artisans get to share their works with a new community, while receiving much-needed income during this pandemic.”

Filled with handmade works of art from global artisans, the Road Scholar World Bazaar is a unique opportunity to discover contemporary works from many of the same places that Road Scholar learning adventures support. Handwoven Zapotec rugs can be found alongside African masks and Hill Tribe jewelry. Traditional Indian textiles and the finest alpaca knitwear are placed among celadon ceramics and hand-carved Maya jade. Every artisan piece is accompanied by the story of the artisan who made it. It is a unique engaging exploration of the world of handmade treasures.

To learn more about the Road Scholar World Bazaar visit: <https://worldbazaar.roadscholar.org/>

### **About Road Scholar**

Road Scholar is the nation's largest not-for-profit educational travel organization for adults – a true university of the world. It offers 5,500 programs in 150 countries and 50 states, as well as financial aid for those who otherwise could not participate in its programs.

Road Scholar educational adventures are created by Elderhostel, the world leader in educational travel since 1975. Learn more at [press.roadscholar.org](http://press.roadscholar.org).