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MEDIA RELEASE
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For immediate release

Book Launch – Pack your bags, *Adventure Lives Here!* Trying times. Hardships. Comically funny moments.

Adventure Lives Here!, published by [Echo Books](#), tells the story of retired Australian Army officer Cam James and his travels to some of the world's most adventurous and dangerous places.

'This is a "laugh out loud" sort of book as you live the adventures with Cam during his journey of life,' said Anita on [AngusRobertson.com.au](#)

Whether an aspiring traveller or avid reader, *Adventure Lives Here!* will take you to the world's most incredible places, including Mount Everest, Africa, Papua New Guinea, and regional locations around Australia.

This is the story of Cam James, who had no idea what he wanted to do when he left school. Having discovered his passion he joined the Army, travelled to some of the most dangerous places in the world, and now leads a domestic and international travel adventure company and takes adventurers on the best holidays they could dream of.

'The doctor walked into the room and said, "Oh wow! Wait right there - I am going to get my colleagues", arriving moments later with a team of people...' is just one of the stories you'll get to hear told.

In *Adventure Lives Here!* you'll discover what led Cam to a life that many would love. You'll learn about the trying times, the hardships and the comically funny moments of a man just trying to show his kids and the adventurers he meets that we only get one chance to live the best life we can.

Adventure Lives Here! is currently rated 5-stars on Angus and Robertson* and was listed as an Amazon Best Seller and #1 Travel Best Seller on Angus and Robertson^, and is available on/at Amazon, Angus and Robertson, Book Depository, Fishpond, and Booktopia.

*As of 23 March 2022.

^As of 18 March 2022.

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Interviews and photo opportunities are available.

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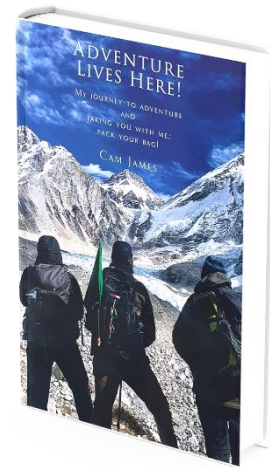
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Author Bio – Cam James



Cam James is the founder of [100% World Wide Adventures](#), an Australian-based domestic and international adventure travel company. Born and raised in the country, Cam followed his destiny upon leaving school and enlisted into the Army, completing his training at the Royal Military College Duntroon.

A regimental career in the Australian Army saw him deploy to Afghanistan in 2006 as the Explosive Ordnance Disposal Team Manager, and also as the Lead Planner to the Ukraine Campaign in the wake of the 2014 MH017 Crash.

Cam has been creating adventures in Papua New Guinea since 2013, Nepal since 2017, and within Australia's remote communities as a professional soldier, then Adventure Guide since 2000.

Cam lives by the mantra, Adventure Lives Here!

Other Quotes from [AngusRobertson.com.au](#)

I laughed, cried & welled up with pride reading this captivating story. I couldn't put it down reading it in one night. It's more than a story, it's like taking a personal walk on one of Cam's adventures. It's heartfelt, brutally honest & describes the adventures Cam's company offers in a way that makes me yearn for more. I met Cam when I joined his 100% Kokoda trek in 2019, the scenery, the challenge, the 'experience' I will forever hold near & dear. ~ Bernadette

I received this book as a gift from a friend. I laughed, I was in awe, I struggled to put it down. Best book I've read in the longest time. Do yourself a favour and get it, you won't regret it. ~ Jeremy

Wow! What an amazing story. It definitely took me on an inspiring adventure! ~ Nicholas

This book kept me captivated from start to finish. An inspirational read. Well done to Cam James for writing a book that you personally are on adventure with him. ~ Nichole

I received a copy of this book as a gift from a friend who knows the author, he said I would enjoy it. Once I started I didn't put it down. I laughed a lot and I felt like Cam took me on a journey with him - it's written like a personal conversation and very easy to read. I loved his perspective on life and living for now, it's made me think about my own life. Perfect book for when you want to lose yourself in a story. ~ Frederik

A positive look on life that I'll be sharing with my kids as he has done with his own. Looking forward to reading the next instalment of adventures. ~ Heidi

A page turning easy read that had me captivated. How much life can one guy pack into 47 years? He had me laughing, he had me nervous, he had me wanting more adventure in my own life. ~ Beck