

**FOR IMMEDIATE RELEASE ON 20<sup>TH</sup> DECEMBER 2018**

***The Cayman Book* is now out**  
(George Town, Grand Cayman)

*The Cayman Book*, Cayman's luxury lifestyle magazine geared towards the discerning traveller is now out.

The glossy 140-page perfect-bound book features stunning photography, informative features, and a clean modern design.

The magazine, the official publication of the Cayman Islands Tourism Association, replaces *Visit Cayman* magazine. It is the first of three magazine titles published by the recently launched print and digital publisher Pink Duck Publishing.

*The Cayman Book* is specifically tailored towards Cayman's tourists, especially those from gateway destinations in North America.

The book, which features a breath-taking "pink sunset" cover image by photographer Irene Corti, is currently being distributed to luxury resorts, condos, and private villas, as well as select businesses across all three islands.

"I am absolutely thrilled with *The Cayman Book*," Kathryn Willman, the magazine's publisher enthused. "The book is the result of months of tireless hard work by my team at Pink Duck Publishing as well as numerous local contributors. I would like to personally thank them for all their hard work in bringing this product to fruition. Sales are already open for issue 2 with numerous prime positions having already been taken."

Key contributors included staff writer Ian Swaby, art director Damon Hardie, brand marketing manager Eleanor Smith, graphic designer Angie Kape, and lead photographer Janet Jarchow. The magazine was overseen by editor-in-chief, Joanna Lewis.

Miss Lewis said: "I am delighted to announce that *The Cayman Book* is now officially out. Thanks to everyone's hard work we have already received positive feedback from many of our clients. I have no doubt in my mind that *The Cayman Book* will become Cayman's premier magazine title."

The print title is supported by a dynamic website – [www.thecaymanbook.com](http://www.thecaymanbook.com) - set to launch in January 2019. The website has been designed as an easy-to-navigate tool for those looking to enjoy an upscale experience coupled with true Caymanian hospitality.

Coming soon:  
[www.thecaymanbook.com](http://www.thecaymanbook.com)  
[www.yourcayman.ky](http://www.yourcayman.ky)  
[www.bounce.ky](http://www.bounce.ky)



## About Pink Duck Publishing

Fresh, innovative, next generation Pink Duck Publishing is a modern and forward-thinking full-service print and digital publisher headquartered in George Town, Grand Cayman. Founded in 2018 by Kathryn Willman, the company owns and operates some of Cayman's most innovative multi-platform brands, all managed by a cast of creatives covering the media spectrum.

Pink Duck Publishing's portfolio includes *The Cayman Book*, a sophisticated resource for the discerning traveller, *Your Cayman*, the go-to resource for residents and tourists, and *Bounce*, Cayman's first and only lifestyle magazine dedicated to promoting Cayman's growing health, fitness, beauty, and wellness industry.

Both *The Cayman Book* and *Your Cayman* are the official publications of the Cayman Islands Tourism Association. Find out more at [pinkduckpublishing.com](http://pinkduckpublishing.com).

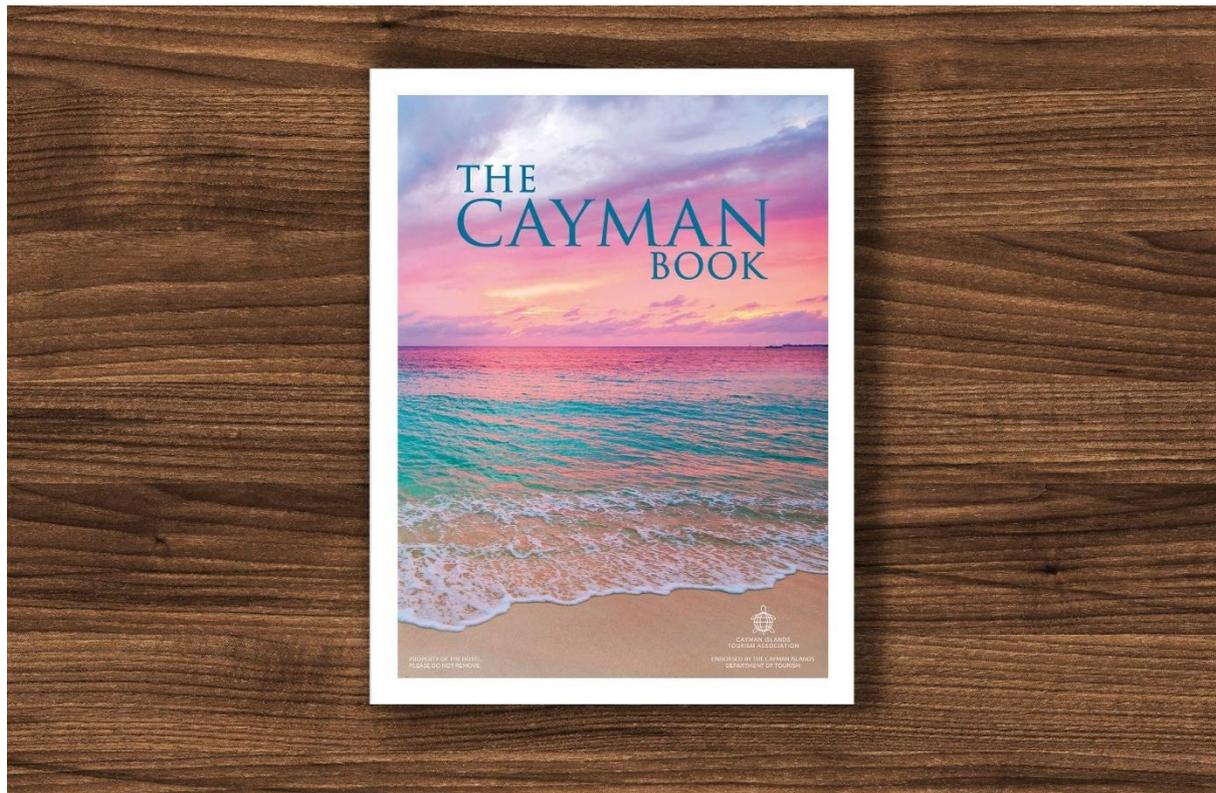
**ENDS**

## MEDIA CONTACTS

Editorial: [joanna@pinkduck.ky](mailto:joanna@pinkduck.ky)

Marketing: [eleanor@pinkduck.ky](mailto:eleanor@pinkduck.ky)

Sales: [kathryn@pinkduck.ky](mailto:kathryn@pinkduck.ky)



Coming soon:

[www.thecaymanbook.com](http://www.thecaymanbook.com)

[www.yourcayman.ky](http://www.yourcayman.ky)

[www.bounce.ky](http://www.bounce.ky)