

**FOR IMMEDIATE RELEASE ON 21/02/2019**

*(George Town, Grand Cayman)*

## ***Your Cayman* has landed!**

A new guidebook has launched designed to help visitors and residents navigate their way around Cayman.

*Your Cayman* is a nifty sized colourful magazine designed to help locals and residents discover some of the island's best activities, cultural attractions, restaurants, service providers, and more.

Published by Pink Duck Publishing, the magazine will be one of the largest and most widely distributed publications; many of the 75,000 copies have been distributed at resorts, condos, luxury villas, high-traffic locations, and service providers. *Your Cayman* is published annually in partnership with the **Cayman Islands Tourism Association**.

The magazine is the second title launched by Cayman's most forward-thinking print and digital publisher. Just a couple of months ago Pink Duck Publishing launched *The Cayman Book*, a luxury coffee-table style lifestyle publication. Shortly, Pink Duck Publishing will launch its third title, *Bounce*, Cayman's first lifestyle publication focused on fitness, beauty, wellbeing, and food.

*Your Cayman* breaks away from the convention of showcasing a full-size photograph on its front cover and instead features a fun eye-catching graphic of a turtle, conceptualised by Kathryn Willman, Pink Duck Publishing's publisher.

"We are delighted to have brought to fruition our second publication," Miss Willman enthused. "We are thrilled to add to our growing portfolio of titles with what we believe will soon become an essential publication for both tourists and residents alike. I am sure clients will be delighted with the results of the incredible hard work the team at Pink Duck Publishing put into producing *Your Cayman*."

Commenting on the magazine's delay, Miss Willman said it was necessary to ensure a high-quality, user-friendly publication.

"Quality is at the heart of everything we do at Pink Duck Publishing and we wanted to ensure a publication that exceeds any other guide book currently on island. While the publication was ready to send to press on our original print date towards the end of last year we felt we needed to make a few last minute adjustments to ensure a guide book that goes above and beyond anything else offered in Cayman."

To ensure that advertisers benefit from a full year of advertising as promised, *Your Cayman* will now be published in January each year.

Eleanor Smith, Pink Duck Publishing's marketing manager, added that *Your Cayman* breathes new life into Cayman's stable of guide books.

"The magazine is not only informative, but it is also designed to be easy to read and easy to navigate, all supported by professionally written articles and stunning photography."

Mrs. Smith added: "*Your Cayman* sets a new benchmark in the support we are able to offer our clients too, not just in print, but across our digital and social media platforms. We have already

received incredible feedback and I would like to thank all of our valued clients for their ongoing support.”

The print title is supported by a bright, colourful, and easy to navigate website - [www.yourcayman.ky](http://www.yourcayman.ky) - set to launch soon.

**Please note:** to thank you for your patience, if you have advertised in one of our publications, you will receive a free branded online page on both websites, [thecaymanbook.com](http://thecaymanbook.com) and [yourcayman.ky](http://yourcayman.ky) (coming soon).

### **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 [www.pinkduckpublishing.com](http://www.pinkduckpublishing.com).

**ENDS**

### **MEDIA CONTACTS**

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

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

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