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Press Release: Rough Guides World Party Website

worldparty.roughguides.com

Rough Guides is delighted to announce the launch today of a major new website worldparty.roughguides.com. This is the ultimate global party guide, offering information on festivals and events worldwide, throughout the year, and designed to help travellers prepare for fun, whether their trip coincides with a major event and they want to know more, or they are travelling specifically for a festival such as the Rio Carnival or Mardi Gras in New Orleans.

Martin Dunford, Rough Guides' Director of Publishing said "We wanted to create a site that would firstly tell people about each festival, with photos and lots of background and practical detail, and of course be fully searchable. You might want to know what's on in Southeast Asia in March. Or what's happening through the year in France, the USA or Australia.

Jody Hanson, of the Louisiana Office of Tourism and New Orleans Visitors Bureau (UK) said "This site will prove a real boon to all travellers and we're particularly excited about the timing of the launch. This year's Mardi Gras has bounced right back from Hurricane Katrina and the 2007 events will be huge!"

Richard Trillo, Rough Guides' Director of Communications, said "The launch of the site is great news for every traveller and will be followed up with a Rough Guides World Party guidebook. There's a festival-writing competition on the site with a chance to win flights with American Airlines to New Orleans, and get your piece published online with Rough Guides."

Martin Dunford said "We hope to add a lot of new festivals to the site over the coming months. The world of parties and festivals is a strange and wonderful one where you can be chased by bulls, pelted by tomatoes, dance with the dead and even be reborn. We're looking forward to some colourful competition entries."

For enquiries, contact Demelza Dallow on 020 7010 3707 or 3701

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