



PRESS RELEASE



Rough Guides voted a CoolBrand

Rough Guides has been nominated a **CoolBrand** for the second time, proving it is still one of the coolest brands in Britain.

Commenting on the decision to award CoolBrand status to Rough Guides (the only publisher to receive the accolade this year), the **CoolBrands council**, said: “Rough Guides has an enviable reputation for telling it how it is, its uncompromising no-nonsense approach winning it both industry and public acclaim.”

An independent arbiter and authority on branding, SuperBrands, who nominate companies for CoolBrand status, operate under the stewardship of the Brand Council. Speaking about Rough Guides, the CoolBrands council went on to say: ‘Trading on wit, up-to-date information and an engaging chatty style it does what few other guides have succeeded in doing: demystifies travel and popular culture in an informative and entertaining way’.

Since being voted a CoolBrand in 2005, Rough Guides has celebrated 25 years of their unique brand of travel and reference publishing, including the groundbreaking Rough Guides to Climate Change and Ethical Living. From producing revolutionary PodScrolls and forging mobile partnerships, to designing a trendy outdoor product range, the brand continues to go from strength to strength.

This month will see the publisher unveil a new book called *Make the Most of Your Time on Earth: A Rough Guide to the World*, containing 1000 ultimate travel experiences from around the world.

Liz Statham, Rough Guides Marketing & PR Director, said: “Rough Guides have been relied on for ‘telling it like it is’ for 25 years and we’re delighted and flattered by this endorsement from a group of individuals and companies we very much admire”.

As well as Rough Guides, other well-known brands in the 2007 list include: GU, Fresh and Wild, Agent Provocateur, Nokia, The Eden Project and The Tate Modern.

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