



PRESS RELEASE



## Rough Guides announce new partnership with World Nomads

London, 1<sup>st</sup> June 2009: Rough Guides have chosen World Nomads as their recommended travel insurance provider, effective from today. World Nomads insurance will be integrated into [www.roughguides.com](http://www.roughguides.com) and feature in the Rough Guide travel books. Rough Guides will be promoted as a key partner on [www.worldnomads.com](http://www.worldnomads.com).

Rough Guides Commercial Manager, Gino Magnotta, said: "World Nomads really impressed us with their quality, competitively priced travel insurance, as well as their enhanced offering to customers with add-ons such as travel safety advice and language guides. Most importantly they have a global reach meaning customers in all our key markets have access to reliable and respected travel insurance products".

"Rough Guides and World Nomads are a great 'fit'" said Rough Guides Marketing and Publicity Director Liz Statham, "Both brands are committed to enabling independently-minded travellers to make the most of their travels and we very much look forward to working together".

Chris Noble, World Nomads General Manager said: "What's exciting about working with Rough Guides is not only their shared goal of supporting independent and adventurous travellers, but their commitment to travel education, cultural exchange and the transformative power of travel. WorldNomads.com has a commitment to travel philanthropy and learning through our Footprints Network and scholarships programs, we look forward to sharing these as well as providing global travel safety services to Rough Guides readers."

World Nomads replace Columbus Travel Insurance.

---Ends---

### NOTES TO EDITORS

#### About Rough Guides:

An award-winning CoolBrand®, passionate for telling it like it is, Rough Guides is a leading travel content provider with more than 500 travel guides, gift-books, maps, phrasebooks, bespoke custom publishing guides and digital products, including eBooks and Rough Guides Mobile: interactive city guides for mobile phones. From country guidebooks to pocket city guides and inspirational travel specials to Round The World planners, there's a Rough Guide to suit everyone. With accurate, up-to-date information and informed, contemporary writing, Rough Guides also produces books on a range of subjects, from the bestselling *Rough Guide to Pregnancy and Birth* to zeitgeist books such as the *Rough Guide to iPods, iTunes, and Music Online*. For more information visit [www.roughguides.com](http://www.roughguides.com). Make The Most Of Your Time On Earth™

#### About World Nomads:

WorldNomads.com provides global travel safety products and services to travelers from over 150 countries around the world. From great value travel insurance, travel safety advice, language guides and free online travel journals, WorldNomads.com provides the tools to keep clients travelling safely. All clients can donate to a community development project when purchasing travel insurance through the Footprints Charity program. WorldNomads.com is also backed by a suite of strong, secure, specialist travel insurance companies. For more information or a free quote visit <http://www.worldnomads.com>.

Contact Anna Paynton; Rough Guides Press Office; [press@roughguides.com](mailto:press@roughguides.com); 020 7010 3701

<http://www.roughguides.com/ukpress>