



# Rough Guides Gazette

Established 1982



## Rough Guides Celebrates 25th Anniversary!

25 YEARS - 25 BOOKS -  
25 ULTIMATE EXPERIENCES

Travel can be a demanding mistress but once you heed the siren call it's hard to stay put. Cultivate your wanderlust with Rough Guides' new series of limited edition pocket-sized books publishing this May in celebration of 25 years of bringing you the best quality guidebooks available. From **Horsing Around in Inner Mongolia** to **Eating Truffles in Piemont**, the 25 experiences in each full-color, \$5.99/\$7.99 CAN book are designed to help jet-setters and armchair travelers alike **make the most of their time on Earth**.



## Important Events of 1982

- ▶ Barney Clarke receives the **first artificial heart**
- ▶ **The Vietnam Memorial** in Washington DC is built
- ▶ Alice Walker publishes *The Color Purple*
- ▶ Kodak introduces the **first disk camera**
- ▶ The first **"Late Night with David Letterman"** show is broadcast
- ▶ **The Falklands War** is fought between the UK and Argentina
- ▶ *Thriller*, Michael Jackson's landmark album, is released
- ▶ **Gabriel Garcia Marquez** wins the Nobel Prize for Literature
- ▶ Actresses **Kirsten Dunst**, **Anne Hathaway**, **Thora Birch** and **Erika Christensen** are born
- ▶ **ET** is the year's top-grossing film

## Memorable Moments in TRAVEL & AVIATION in 1982

- ▶ First around-the-world helicopter trip
- ▶ American Airlines launches the **first frequent flyer program**
- ▶ Longest non-stop flight, from LA to Sydney, is inaugurated by PanAm
- ▶ **Rough Guide** founder Mark Ellingham pens and publishes the company's first book, **to Greece!**

Please contact Katy Ball at 212/414.3712 or [katy.ball@roughguides.com](mailto:katy.ball@roughguides.com) for review copies, press releases, or to interview the company's founders

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**Rough Guides has been publishing** fun, informative pop culture reference books for over a decade now, addressing topics ranging from **Blogging** and **Bob Dylan** to **Cult Fiction** and **Climate Change** with the **critical eye, irreverent style** and **exhaustive research** that so characterizes our travel guidebooks.

But we weren't always such a sure-footed, many-appendaged publishing behemoth.

Relive—or learn about—a few big milestones on the path we've trod to reach our current list of over 300 travel guides, a unique series of waterproof, rip-proof **maps, dictionary phrase books, podcasts, podscrolls, digital maps** and, of course, our acclaimed **music, film, technology and pop culture guides**.

◆ TECHNOLOGY

***The Rough Guide to the Internet***: now in its 11th edition, it has sold over 3 million copies globally.

◆ FILM

Our first-ever film book was ***The Rough Guide to Cult Movies***. A few years and, guess what? Pulp Fiction still rules.

◆ SCIENCE

Though the front-runner of this list was ***The Rough Guide to Unexplained Phenomena***, it was followed closely by ***The Rough Guide to the Weather***, both of which have new editions coming out in 2007.

◆ MUSIC

The enormously comprehensive ***Rough Guide to World Music*** was our flagship music title when it came out in 1999. After releasing a second volume a few years later, the title has grown to three volumes, covering artists, genres, albums, history and miscellany from all seven continent's rich musical traditions, past and present.



Sometimes one makes mistakes. And it is then that one eats **HUMBLE PIE**. Which is just what came to pass when, in 2000, Rough Guides decided to publish "Essential Tipbooks" to a variety of musical instruments. Edited by one **Hugo Pinksterboer**, this series was just not meant to be. And, as aspiring cellists around the world turn to other sources for their clear diagrams, tips on maintaining their instruments and glossaries of technical terms, we at Rough Guides bravely swallow another morsel of this most instructive of dishes.