



**FOR IMMEDIATE RELEASE ON 16<sup>TH</sup> MAY 2018**

**Pink Duck Publishing set to celebrate launch with elegant soirée**

(George Town, Grand Cayman) - Business owners, decision makers, media professionals, and Cayman's movers and shakers will gather on Thursday, May 17 to celebrate the launch of Cayman's most innovative publisher, Pink Duck Publishing.

The red-carpet style event is destined to become one of 2018's most exciting parties. The sophisticated not-to-be-missed soiree will feature a host of prizes, a fun-filled photo booth, in addition to a selection of delicious canapes and mouth-watering drinks served by The Wharf Restaurant & Bar.

Amongst some of the prizes that lucky attendees are in with a chance of winning are a luxury watch valued at more than US \$5,000 courtesy of Kirk Freeport, a half-day luxury yacht charter worth \$2,000 courtesy of Five Star Charters, and a deliciously scented hamper filled with Cayman-inspired perfumes and candles by Ted Green Fragrance.

Capturing the event for prosperity will be seasoned photographer Janet Jarchow of Better Angle Photography.

Pink Duck Publishing's company mascot, Delilah, and her crew of feathered friends will be in attendance. Invitees will have the opportunity to meet the cast of talented creatives and find out more about the company that is shaking up Cayman's media scene for the better.

Pink Duck Publishing offers a fun, innovative, and exciting platform for businesses to reach their target audience through three new world-class print and digital titles; *The Cayman Book*, *Your Cayman*, and *Bounce*.

*The Cayman Book* is designed to be a sophisticated resource for the discerning traveller, while *Your Cayman* is set to be a colourful, modern, nifty-sized guide for both residents and visitors. Both publications are endorsed by the Cayman Islands Tourism Association and printed annually. *Bounce* will be printed twice a year and is Cayman's first luxury lifestyle magazine focused on highlighting Cayman's growing health, fitness, beauty, and wellness industry. All three publications will be supported by powerful and dynamic websites, blogs, and social media.

"The team is thrilled to officially present Pink Duck Publishing and our exciting trio of products at our launch party," Kathryn Willman, founder and creator of opportunities at Pink Duck Publishing, said.

"Our modern, vibrant, and forward-thinking company ethos will be infused into our launch party, and we are looking forward to welcoming guests to what promises to be a fun-filled evening."

Miss Willman added: “We would also like to extend our thanks to CITA for their support, as well as to all the companies that are supporting this fabulous event, including The Wharf, Kirk Freeport, Five Star Charters, Ted Green, and Better Angle Photography.”

Those who have received an invite are encouraged to RSVP by Wednesday, May 16. For anyone interested in attending the event, please contact the dedicated Pink Duck Publishing launch party hotline on 936-2205 or email the cast at [info@pinkduck.ky](mailto:info@pinkduck.ky).

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## **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 [pinkduckpublishing.com](http://pinkduckpublishing.com), or visit our individual titles at [thecaymanbook.com](http://thecaymanbook.com), [yourcayman.ky](http://yourcayman.ky), and [bounce.ky](http://bounce.ky).

**ENDS**

Visit us at: [www.pinkduckpublishing.com](http://www.pinkduckpublishing.com)

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