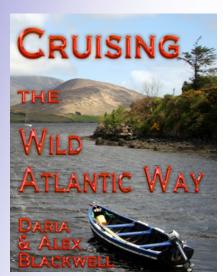


FOR IMMEDIATE RELEASE

Press Contact: Daria Blackwell dblackwell@knowledgeclinic.com +353 87 954 2514

Cruising the Wild Atlantic Way launched by White Seahorse Publishing

...an essential guide to adventure along the stunning west coast of Ireland



Westport, County Mayo, Ireland, 21 May 2015: White Seahorse Publishing announces the launch of an essential tourism resource for adventure travellers heading for the magnificent coastal regions of Western Ireland. Whether by sea or by land, *Cruising the Wild Atlantic Way* provides visitors with information about what to know before you go and what you will find when you get there. It provides a logical route with suggested stops in picturesque harbours and villages along the way from Donegal to Cork. It encourages visitors to see the land as it was seen by explorers centuries ago along one of the most unspoiled stretches of coastline in Europe.

Authors Daria and Alex Blackwell share their experience from their years of cruising along the coast and islands, richly illustrating the locations with photography, charts and maps. "We have a unique perspective, having sailed here across the Atlantic then settling here to explore everything the region has to offer. We share

insights into what we would have liked to have known as outsiders coming for our first visit as well as insiders who have discovered and explored the hidden gems," explains Daria.

"I grew up in the environs of Clew Bay, so the West is embedded in my soul," says Alex, a master mariner and lifetime sailor. "I respect the environment's changeable and sometimes unforgiving nature, and I revere the unspoilt beauty of the land, the kindness and friendliness of the people, and the richness of the heritage. No matter how far across oceans we have sailed, we have always been drawn home to the wild west. We want to share our passion with those contemplating a visit and encourage them to unleash their adventurous spirit here."

Alex and Daria are collaborating with several initiatives which dovetail well with their timely production of the guide. *Cruising the Wild Atlantic Way* is launched on the heels of the Failte Ireland initiatives to promote the Wild Atlantic Way for tourism and business development and the awarding of the COOL Route funding by the EU for development of seafaring infrastructure from the west coast of Ireland all the way to Norway.



Cruising the Wild Atlantic Way is available in print and Kindle editions through whiteseahorse.ie and amazon affiliates worldwide, soon to be available through bookstores in Ireland and the UK. Visit our website for more information.

Please LIKE our Facebook page to get updates on public relations activities. Review copies are available in digital format. High resolution photos are available upon request.

"It's a charming book, and it conveys a sense of the joy of discovery."

- Norman Kean, Author of Cruising Ireland and Irish Cruising Club Sailing Directions

https://www.facebook.com/CruisingTheWildAtlanticWay

Cruising the Wild Atlantic Way

ISBN: 978-1511922654

Release date: May 2015 SRP: \$40, €37, £26

312 pages, soft cover, 8x10", English, full-colour throughout with many photographs.

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About White Seahorse Publishing

White Seahorse Publishing, a division of Knowledge Clinic Limited, provides copywriting/proofreading, editing, design, publishing and promotional support for independent self-publishing professionals. Based in Westport, County Mayo, Knowledge Clinic also provides strategic marketing and communications services, specializing in marine-based and life sciences businesses, as well as a full range of general business consulting and mentoring services.

Other titles from White Seahorse include:

- Happy Hooking the Art of Anchoring, the critically acclaimed and bestselling book about boat anchoring, by Daria and Alex Blackwell
- Oyster Delight, the definitive guide to enjoying oysters by Alex Blackwell.
- From the Galley of..., a collection of recipes developed by members of the Ocean Cruising Club compiled and edited by Frances Rennie
- The Butterfly Effect It Started on 9/11, a thrilling novel of international intrigue and suspense by Alex Blackwell
- The Brotherhood Acquisition of Power, book two in the Butterfly Effect Series by Alex Blackwell (release date May 2015)
- The Naked Truth, by Daria Blackwell due out later in 2015.
- The Joy of Sailing by Daria Blackwell, a collection of narratives about nature from the perspective of being on or near the sea scheduled for release early in 2016

For more information or to contact us, please visit

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