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FOR IMMEDIATE RELEASE

Pink Duck Publishing announces new cast of creatives

(George Town, Cayman) Pink Duck Publishing, Cayman's newest and most innovative publishing company, is delighted to announce its talented cast line-up.

The team comprises a mix of industry professionals and creatives who will each play a pivotal role in developing the Pink Duck Publishing brand and bringing the company's print and digital titles to fruition.

"I'm delighted to formally announce the Pink Duck Publishing team," Kathryn Willman, founder of Pink Duck Publishing said. "After a rigorous recruitment process, I have carefully assembled a cast of talented professionals who all have the industry expertise and experience to ensure our print and digital titles set a new publishing benchmark in Cayman."

Jana Moore, co-founder and vice president of important stuff, added: "I'm thrilled to be fully involved with the Pink Duck Publishing team. My experience and love for publishing drew me to get involved with this exciting new venture. I look forward to growing the business into Cayman's premier publishing company."

Kathryn Willman / Owner aka Creator of Opportunities

Kathryn will lead the sales team. Originally from the U.K, Kathryn studied at the University of Copenhagen and brings more than three years' media sales experience. With a background in finance, Kathryn was formerly the sales manager at publishing company North South Net. As the company's founder Kathryn will additionally have strategic oversight of business development and recruitment.

Joanna Lewis / Editor-in-Chief aka Director of Ink Magic

Joanna Lewis has been appointed as editor-in-chief and heads up Pink Duck Publishing's editorial team. Joanna has called Cayman home for more than 13 years where she has worked as a journalist, features writer, magazine and newspaper editor. She has worked on, developed, and launched some

of Cayman's most popular and high-profile publications. Her primary focus will be on conceptualizing and bringing to fruition Pink Duck Publishing's trio of print publications, *The Cayman Book*, *Your Cayman*, and *Bounce*.

Ian Swaby / Master Storyteller

Caymanian Ian Swaby joins the editorial team as writer/researcher. Ian holds a degree in editing, writing, and media from Florida State University and will be a key content producer for Pink Duck Publishing's print and digital titles.

Eleanor Smith / Marketing Specialist aka Brand Guru

Breathing life into Pink Duck Publishing's modern, next generation brand is Eleanor Smith, an experienced marketing manager, social media and digital communications expert, and master of event organization. Eleanor leads our marketing department with overall responsibility for brand development and digital strategy.

With more than eight years' marketing experience, Eleanor has worked on campaigns for some of the world's largest global brands, including a total rebrand of a local telecoms company.

Meg Nissen / Advertising Services aka Chief Organiser

Meg Nissen will be a key contact for Pink Duck Publishing's clients. She brings more than three years' publishing experience, having worked in media both in Cayman and in her native Australia. Meg has overall responsibility for managing staff work flow and will work closely with Kathryn to manage the business on a day-to-day basis.

Angie Kape / Graphic Artist aka Artwork Jedi

Rounding out the team is Angie Kape, a talented graphic artist who joins Pink Duck Publishing from Canada. Angie holds a Bachelor of Fine Arts in new media and marketing and will head up the company's art department, with overall responsibility for Pink Duck Publishing's signature clean, elegant, and modern design.

For more information on the company and the new print and digital titles – *The Cayman Book*, *Your Cayman* and *Bounce*, visit www.pinkduckpublishing.com.

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.

Visit us at: www.pinkduckpublishing.com

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