

PRESS RELEASE



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BLUE GUIDES IN THE DAILY TELEGRAPH AND APOLLO MAGAZINE


Somerset Books acquired the Blue Guides series from Bloomsbury plc in May 2004. Following the release of the first “new look” Blue Guides earlier this year the new books, and the new owners, are beginning to attract media attention with a full-length feature article by Cassandra Jardine in the *Daily Telegraph* (“Leonardo . . . then lunch” 16 June 2005), and a review of guide books to Florence to coincide with the new *Blue Guide Florence* in the August issue of leading arts magazine *Apollo*. This latter article reviewed nine Florence guide books, giving the highest rating of all nine to the Blue Guide.

Commented publisher Tom Howells: ‘I am not sure that I should let my wife describe me as “a senior anorak”, but we’re very glad of the publicity. We are pleased that our somewhat quixotic mission to publish the best-researched, best-presented, unashamedly erudite guide books in the English language is beginning to be noticed’.

The *Apollo* article is at:

<http://www.apollo-magazine.com/review.php?issue=back&month=8&year=2005&id=07>

**Contact:** [editorial@blueguides.com](mailto:editorial@blueguides.com)

 **About Somerset Books:** Somerset publishes high quality travel guides for the independent traveller under the series names **Blue Guides**, **art/shop/eat** and **Visible Cities**. The first Blue Guide was published in 1918, Somerset is continuing the tradition of erudite and comprehensive guides, now in full colour with great diagrams, maps, floor plans and photographs. Details of the current list can be found at [www.blueguides.com](http://www.blueguides.com).