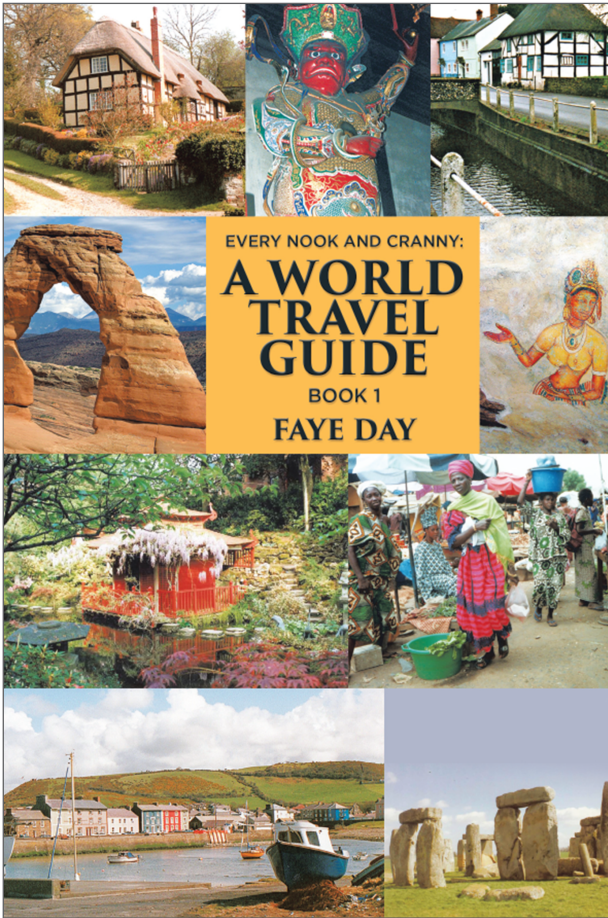


Every Nook and Cranny: A World Travel Guide

Faye Day

Genre: Nonfiction



Goal:

Generate interest and awareness for author & avid backpacker Faye Day and her book, *Every Nook and Cranny: A World Travel Guide*

Strategies:

- Targeted Perth, Australia media and highlighted Faye's local/regional ties
- Targeted international media with a focus on traveling, backpacking, and exploring
- Positioned Faye as an inspiration to older demographics on why it is never too late to start exploring and developed customized pitches

Results:

- **117 media outlets** picked up the press release via PRWeb with a combined total of more than 113 million potential impressions
- Secured a feature piece in *The Sunday Times*, a feature story in **Have a Go News**, a newsletter story in *Travel with a Challenge*, and a book feature on *Destinations Australia Magazine's* Facebook page
- Faye was also asked to write a piece on why it's never too late to start traveling, which will be placed in **South African Airways' in-flight magazine, Sawubona Magazine**

CASE STUDY

Xlibris

THE TIMES

SUB

Great-grandmother, 78 and still on the backpacking trail

She's been travelling for four decades and visited more countries than she can count — but Faye Day isn't done yet

Duncan Craig

March 19 2017, 12:01am,
The Sunday Times



Faye Day started travelling in 1976
ROSS SWANBOROUGH

For all the ease with which the term is bandied about, wanderlust — genuine, all-consuming wanderlust — is actually quite a rare phenomenon. Faye Day certainly has it. Just two years short of her 80th birthday, the great-grandmother is still backpacking her way around the globe with the zeal of a person a quarter of her age. This year will see her grab her trusty steel mesh-encased rucksack and

ST

The Sunday Times
@thesundaytimes

Follow

A 78-year-old great-grandmother has been travelling for four decades - but Faye Day isn't done yet thetim.es/2mgQYmh



RETWEETS LIKES

7

11



Author Faye Day is featured in the Sunday Times.

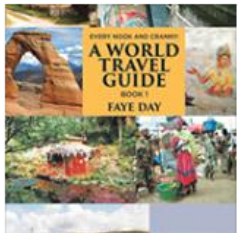


Destinations Australia magazines

March 2

If you need any encouragement to never stop exploring, look no further than Faye Day – a life-long backpacker who, at 78, has released a book of her experiences in a bid to inspire fellow adventure seekers.

"If I could give readers one ounce of advice, I'd encourage them to experience as much as they can in this life," Day said. "It is a wonderful world and I hope to inspire others to get out there and broaden their horizon."



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7 Likes 1 Comment 1 Share

Faye Day's story is featured in the Facebook page of Destinations Australia Magazine.

let's go travelling

travel options for the mature west australian

Faye's ongoing adventures to exotic locations becomes a book



Traveler and author, Faye Day

by Josephine Allison

Faye Day is an intrepid traveller and backpacker who has visited most parts of the world, seen beautiful sights and made many friends along the way. The sprightly 78-year-old, who has just released her first autobiographical book on her travels, is busy planning a big overseas trip later this year. "Because I have a passion for travel and I like doing it solo. Many women love shopping. I don't. I will move on quite quickly once I have seen something. I won't just sit inside a hotel room," says Faye. "I spent 12 years organising and operating international group tours into countries as varied as

but that doesn't faze her. Faye visited the Khamti Matat temple in Rajasthan, India which she saw barefoot with hundreds of rats running across the floor. A quick trip with her spear to a chest tap to wash her feet saved the day. She has made three big backpack trips across Africa and, on one occasion, had video equipment stolen from her bag. In Bern, West Africa, it was arranged for her to attend a voodoo ceremony with an English speaking guide to assist spirits depart the world. "We arrived early and joined a circle in the road, where a costume supposedly inhabited by a spirit and accompanied by a man with a stick, moved around soliciting donations. The belief was that if a contribution was refused and the person was touched by the spirit they would have died, so the stick was used to fend off the colourful figure. I approached each group. They then ran off screaming in genuine fear. "I was happy to leave after an hour because some spirits appeared on the scene and it was difficult to know which way to run. For all my scrutiny I could not detect a figure inside the costume

An animal lover, Faye has seen the polar bears in Churchill, Canada, grizzly bears in Alaska fishing for salmon and taken part in a gorilla trek in Rwanda. Typically modest, Faye says she never thought she would write a book, let alone five. But she swapped stories and photos with backpackers, Amazon, Barnes and Noble and Ingram convinced her to write a series. She gets up at 4am each day to write. "Travel has become

an obsession," she says. "It's so enlightening and it broadens the mind. Faye Day's first book, Every Nook and Cranny: A World Travel Guide Book 1 (Xlibris Publishing), costs \$40 (softcover) and \$60 (hardcover). It is available from Xlibris, Amazon, Barnes and Noble and Ingram or contact Faye Day on 0541 6562 or email fayeday24@yahoo.com.au. It is also available as an eBook.

DAY TOURS			
Country Mystery Tour	19 March		
Tasmania - Northern York	26 March		
1 Gin Gin - Moore River boat cruise	16 April		
1 Patrician Festival	23 April		
1 Seniors \$99pp, Adults \$95pp inc morning tea & lunch			
EXTENDED TOURS			
1 Malindi - Nairobi - Nairobi			
11 March, 5 days from \$1,140pp			
1 Norfolk Island 16-24 April, 10 days			
1 Seniors \$260pp, Adults \$240pp			
1 South Australian Outback Tracks			
1 30 April-4 May, 7 days			
1 Seniors \$275pp, Adults \$230pp			
1 Red Centre 15-20 May, 8 days			
1 Seniors \$260pp, Adults \$230pp			
1 Ozzy River - Bungle Bungles 10-25 June, 14 days			
1 Seniors \$400pp, Adults \$450pp			

The book was featured in "Have a Go News," a newsletter story in Travel with a Challenge.