



CLIENT-FOCUSED COMMUNICATIONS CONSULTING

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P R E S S R E L E A S E

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CHICAGO-AREA PUBLISHER LAUNCHES NEW TRAVEL GUIDE TO IRELAND *Mysterious World: Ireland* Touted as “The Next Generation of Travel Guides”

WHEATON, IL – MARCH 7, 2007 — Doug Elwell, Inc., a Chicago-area consultancy and publishing company, announced today the launch of their first book: *Mysterious World: Ireland*, a new travel guide to Ireland, just in time for St. Patrick’s Day. Published under the imprint “Mysterious World Press”, *Mysterious World: Ireland* is the first in a planned series of travel guides.

Publisher Doug Elwell explains, “*Mysterious World: Ireland* is the first in a series of travel guides that focus on what we call the ‘mysterious travel’ niche. Most travel guides provide a fairly bland recitation of locations, facts and figures without any real insight into the ancient history and mysteries of the travel destinations that they cover. Our guides provide a much more substantial insight into the ancient history, religion and culture of each travel destination we cover, providing travelers with a much more thorough understanding of the places they are traveling to so that their vacation experiences will be richer and more satisfying.”

One-half ancient history of Ireland and one-half travel guide to Ireland, *Mysterious World: Ireland* is 776 pages, full color, with hundreds of photographs, dozens of detailed maps, and numerous illustrations by legendary Irish Celtic artist Jim Fitzpatrick. More information about *Mysterious World: Ireland* is available online at <http://ireland.mysteriousworld.com>.

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Doug Elwell, Inc. is an independent consultancy and micro publisher based in the Chicago area. With integrated skillsets in book, magazine and website design Doug Elwell, president and publisher, Doug Elwell, Inc., is an expert in communications consulting with over 15 years of publishing, editorial, graphic design, web design and strategic marketing experience. For more information, contact Doug Elwell, president, Doug Elwell, Inc./Mysterious World Press; phone: 630-665-1595; fax: 630-665-1373; cell: 630-750-2467; email: doug@dougelwell.com; website: <http://www.dougelwell.com>.