

The logo for Skopje City Walk features the word "SKOPJE" in a bold, white, sans-serif font, with a stylized white footprint icon integrated into the letter 'O'. Below "SKOPJE", the words "city walk" are written in a lowercase, black, sans-serif font. The entire logo is set against a solid green square background.

# SKOPJE city walk

## **PRESS RELEASE**

Skopje, August 21, 2013

### **Skopje City Walk: The first self-guided city walk of Macedonia**

The first edition of Skopje City Walk is available digitally since the beginning of August. The e-book offers two walking routes through the center, a map and lots of useful information.

Macedonia is an up-and-coming holiday destination in Europe. There has been little to no tourist information available, but that has now changed. Founders Sanne van den Heuvel and Linda Poort, both married to Macedonian men, decided that capital Skopje was ready for a city walk guide.

Sanne van den Heuvel: "In The Netherlands, almost every city has a city walk to offer. With such a brochure you can explore the city in a cheap and easy way. In Skopje, this possibility simply did not exist. A pity. Especially since the city has so many new things to offer thanks to the project Skopje 2014. That is why we started this initiative."

With Skopje City Walk you can explore the city in your own pace, without a tour guide. You learn about the sights you see, but you can also decide how much time you spend at each monument, museum or cafe. The first 1,000 copies of the Skopje City Walk were printed this summer and are available in the city center.

Linda Poort: "Macedonia is a great country: its natural surroundings are beautiful, the experience is authentic, and you can enjoy good food, wine and beer for next to nothing. It is no wonder that the number of tourists continues to rise. Unfortunately, there is very little tourist information available, especially recent or fresh information. This was the gap in the market that we've filled with Skopje City Walk."

The e-book of Skopje City Walk is available online for \$ 2.99 (€ 2.25, £ 1.95), which gives you a PDF, epub (for tablet and iPad) and mobi (for Kindle). For more information, follow Skopje City Walk via Facebook, Twitter or blog: [www.skopjecitywalk.com](http://www.skopjecitywalk.com).

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