




CONTACT: Ken Howell
(617)202-4104
Ken.Howell@newmancom.com

TORONTO

NIGHT+DAY

the Cool Cities series from PULSEGUIDES 

By Neil Carlson

"Focus[es] their information to attract vacationers who don't want cookie-cutter itineraries."

--Wall Street Journal

PULSE GUIDES announces their first 2008 release in the **NIGHT+DAY Cool Cities** series: **NIGHT+DAY TORONTO** (Pulse Guides; March 28; \$17.95). This is the fourteenth guide in the eighteen-guide series. Forthcoming *Cool Cities* include – Sydney, Barcelona, Madrid, and Shanghai.

In the 2008 editions travelers will find a new vibrant 8-page photo insert in the *Experience Toronto* chapters that highlights the diverse themes and personalities of Canada's largest city. The themed itineraries • *Hot & Cool*, *Hip*, and *Classic* –focus on the best restaurants, nightlife, and attractions, including the ideal days to go.

Today's savvy urban explorers can rely on **NIGHT+DAY Toronto**— with its opinionated listings, insightful descriptions, and witty, intelligent writing — to get the sophisticated edge in travel. From the trendiest tables, hippest hotels, top shops and galleries to the hottest nightspots and coolest attractions, **NIGHT+DAY Toronto** is packed with expert recommendations and insider tips.

Highlighted travel features include:

- **99 BEST** – The draw, scene, and hot tips give must-know details for must-do places to eat, drink, visit, shop, party, and rejuvenate.
- **THE PERFECT PLAN** – Nonstop 3-day itineraries – with opinionated descriptions written by

- insiders – ensure you're at all the right places at the right times.
- **SHOPPING BLOCKS** – Listings pinpoint quintessential, classic, and cutting-edge stores and products.
 - **THE BLACK BOOK** - An invaluable quick-glance directory, arranged both by category and neighborhood, puts all our recommendations at your fingertips.
 - **ESSENTIALS** – The logistical information you need – including a Cheat Sheet – to hit the ground running.

Destinations in the *Cool Cities* series include:

| | |
|----------------------|----------------------|
| Amsterdam | Mexico City |
| Athens | Miami |
| Barcelona (May 2008) | New Orleans |
| Chicago | New York |
| D.C. | Paris |
| Las Vegas | San Francisco |
| London | Shanghai (July 2008) |
| Los Angeles | Sydney |
| Madrid (May 2008) | Toronto |

Pulseguides.com, the official web site for **NIGHT+DAY**, now provides downloadable book updates and up-to-the-minute travel tips and news.

ABOUT PULSE GUIDES

Pulse Guides is the publisher of the Night+Day series—insightful, impartial, independent insider's guides to the world's top urban destinations. Night+Day books are distributed by Publishers Group West and can be purchased at pulseguides.com, online retailers and in bookstores nationwide. For More Information Visit: www.PulseGuides.com

ABOUT THE AUTHOR

NEIL CARLSON is a Toronto-born journalist who lives in the Netherlands and in Canada. As the Travel & Design Editor of Highrise Magazine and a freelance journalist, Neil has traveled to over 65 countries. From interviewing Renzo Piano to covering the 2006 Winter Olympics in Torino, he has written for numerous print and online publications, including Fodor's, Sherman's Travel, and Slate. Neil's interests include sustainable tourism, architecture, food, culture, Southern Africa, the Balkans, and sport. Neil is also the author Night+Day Amsterdam.

###

Paperback: 224 pages
Publisher: Pulse Guides (March 28, 2008)
Language: English
Price: \$17.95
ISBN-10: 1934724025
ISBN-13: 978-1934724026