



April 30, 2012

Travel Yourself joins forces with Ocean Entertainment

Travel host and well-received vlogger, Cailin O'Neil, has teamed up with award-winning production company, Ocean Entertainment, to bring an exciting new series to life.

With a decided focus on the experience rather than the destination, *Travel Yourself* is not a typical travel series. Following O'Neil on her solo adventures around the world, she shares with us the ups and downs of traveling alone and the culture and obstacles she experiences along the way. The first video was shot in 2009 at La Tomatina Festival in Buñol, Spain. Since then, *Travel Yourself* has produced over 50 videos from across the globe and has now teamed up with Ocean Entertainment to further grow the *Travel Yourself* brand. Currently engaging viewers as a web series, *Travel Yourself* averages 21,000+ video views a month, and is growing exponentially within the 25 to 34-age bracket, particularly in North America, United Kingdom and Australia.

Executive Producer, Johanna Eliot, is the Gemini-award winning strategist for the Ocean group, who has over 15 years experience in producing successful lifestyle brands such as *Chef at Home*, *Chef Abroad*, *Food Hunter*, *French Food at Home*, *Spice Goddess*, *Family Renovation* and *The Candy Show*. The Ocean team looks forward to helping O'Neil expand *Travel Yourself* viewer ship and increase quantity and frequency of episodes produced. They are excited to bring their production and business expertise to an already unique, engaging brand with a loyal and growing following. The ultimate goal is to turn *Travel Yourself* into an exciting television series. Ocean and O'Neil have just established a revised website, www.TravelYourself.ca, and generated a new logo and design for the *Travel Yourself* brand. They are working on developing sponsorships with Hartmann Luggage, Nikon cameras, Great Southern Rail, the Northern Territory Tourism Board in Australia and more companies associated with the *Travel Yourself* personality.

O'Neil currently finds herself traveling solo through Australia, but is available for questions through e-mail (cailinoneil@travelyourself.ca) or via Skype.

-30-

Ocean Entertainment Contact:
Jennifer Comeau
Director of Development
Ocean Entertainment
Jennifer@ocean.ca
(902) 423-9056