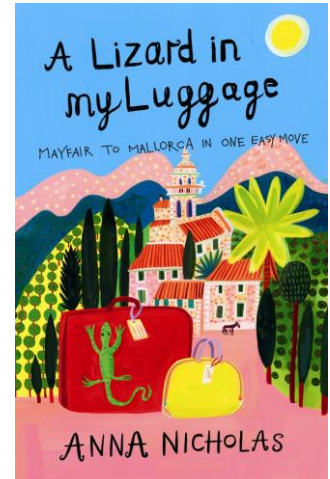


A LIZARD IN MY LUGGAGE

Mayfair to Mallorca in One Easy Move

by Anna Nicholas

NEW BOOK HIGHLIGHTS GROWING UK PHENOMENON OF 'DESTINATION COMMUTING'



A new travel book, 'A Lizard In My Luggage' by Anna Nicholas, highlights a new trend of emigration from the United Kingdom. While recent statistics indicate that annually some 210,000 people* are leaving British shores permanently for new lives in other parts of the world, observers are also seeing the rapid rise of another category of emigrant, the 'destination commuter', who juggles life and work between two destinations.

An increasing number of British citizens of all ages are choosing to live in another country, (the top destination in Europe being Spain) while commuting back to the UK for their work. Couples and families of all socio groups are seeking a better quality of life, and a more fulfilling existence abroad. Research shows that inter-country commuting within Europe is a rapidly growing phenomenon, helped by the new emphasis on independent travel opportunities and the expansion of no-frills airline networks.

In this case, author, Anna Nicholas, shows in her particularly pithy and humorous style how she and her family, through sheer determination, have managed to keep a foot in both camps, while living and working between Mayfair and Mallorca.

Set in the stunningly beautiful mountainous area of northwest Mallorca, 'A Lizard In My Luggage' provides much insight into the ways and means for successful integration in a rural environment with its particular customs and language. It will appeal to those who often think, or even talk about settling abroad or destination commuting, but need a little push or encouragement to find that there is a viable alternative to the frenzied, stressful and often superficial existence of a working life in Britain.

Kate Mentink, Councillor for Tourism and Foreign Citizens in the Balearic regional government is responsible for the welfare of European citizens settling or semi-resident in Mallorca, Menorca and Ibiza. As someone on the receiving end of the British diaspora, she says: 'Initiatives by the Balearic Government provide an important blueprint for this new phenomenon which will increasingly affect many other areas of Mediterranean Europe. We have recognized for some time that the scale of British emigration to Spain has reached a level where special resources are needed to assist in helping our new residents adapt and integrate in Spanish society, indeed to make them feel at home. And we are not just thinking of those retiring here, but the much larger proportion who are here to work, start businesses,

and bring up families. 'The publication of Anna Nicholas's book is extremely timely, showing how one family opted for a more fulfilling life abroad, and how it succeeded in integrating successfully in another society.'

- **A Lizard In My Luggage is published by Summersdale on 5th March 2007**
- **Paperback • 320 pages • Price £7.99 • ISBN: 9781840245653**



About the author

Anna Nicholas studied English Literature and classics at Leeds University before joining the national charity, Help the Aged, as a graduate trainee. Promoted to senior press officer, she organised many major fundraising events including those involving high profile celebrities and the late Princess Diana who was, at that time, the charity's patron.

Moving to the *Guinness Book of Records* she became international PR manager, working closely with the late Norris McWhirter, and traveling the world invigilating bizarre and extraordinary records. Following a period with a luxury bathrooms and aromatics company in Mayfair, she then established her own PR and Marketing consultancy with clients in luxury retail, hotels and spas, travel and destinations – many based in Mayfair and Spain.

A Fellow of the Royal Geographical Society, and a Director and Trustee of Colonel John Blashford-Snell's Scientific Exploration Society, Anna has taken part in several tough expeditions to remote corners of the world, the most bizarre being documented by BBC Television, when she and Colonel Blashford-Snell led an expedition to the remote Wai Wai tribe in Guyana in order to take them a grand piano for their mud hut church. She is a keen runner, having completed an international marathon annually for the last five years on behalf of her favourite causes: The Scientific Exploration Society, and a small orphanage in Sri Lanka which she has befriended.

Anna has been a freelance journalist for many years, having written features for the *Financial Times*, *Independent*, *Evening Standard* and *Tatler* among others, as well as many in-flight magazines. For the last four years, she has contributed a weekly column to the *Majorca Daily Bulletin*. Anna divides her time between London and Mallorca. She is married with a young son. This is her first book.

Notes to Editors:

It is estimated that in countries of the EU, some 50 million people no longer live in their country of origin, many living between European domains. In the Balearic Islands (total population c.1million) there are now 125,000 non-Spanish EU residents, and in Spain 360,000 non-resident property owners.

The official book launch will be held at Hatchards Bookshop, 187 Piccadilly, on Wednesday 14, March 2007 from 7-9.00pm. Guest speaker:, explorer Col John Blashford-Snell, OBE.

For further information, to request a review copy an interview or to receive an invitation to the launch event on 14th March 2007, please contact:

Elly Donovan, Press and Media Relations Manager: 01243 771107 / elly@summersdale.com



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Publicity Contact: Ely Donovan

Summersdale Publishers Ltd, 46 West Street, Chichester, West Sussex, PO19 1RP England
Press Office: 01243 771107 Fax: 01243 786300 e-mail: elly@summersdale.com