

# COOLCANALS COLOURING



The first canal destination colouring book for grown-ups!

*Unwind in your haven of calm... Imagine a secret place where the balm of water fills all your senses, where nothing moves faster than a duckling paddling behind his mum. This creative colouring book for grown-ups is the perfect antidote to the noise of daily life. So drift away with your crayons, escape on your unhurried journey into a peaceful, parallel world.*

As the nation's boom in sales of colouring books for adults continues, along with the unprecedented growth of interest in Britain's canals, it's a timely launch for this first canal destination adult colouring book!

Described as 'the fastest place to slow down', Britain's canals have stirred the nation with dreams of idyllic narrowboats, and landscapes bursting with heritage and precious wildlife.

#### WHAT'S IN THE BOOK?

- over 40 dynamic canal-inspired illustrations to colour in
- all illustrations hand drawn by canal artist Phillippa Greenwood
- destination highlights & uplifting quotes by coolcanals' authors
- bursting with insights from canal life to reorder priorities & savour the things in life that are too precious to rush

#### KEY SALES POINTS:

- This title is the first of its kind, serving the red-hot trend in colouring books for grown-ups - Amazon's top selling book for 2015 was an adult colouring book, and further growth is predicted for 2016, including fresh destination themes.
- Serves the current growing interest in Britain's canals - Canal & River Trust reported an estimated 20 million visits in 2014/15.
- Fits perfectly behind the busy mum's kettle, on the boat shelf or under any office keyboard for those needy escape moments!
- Expected spikes in canal interest with prime-time TV coverage - Channel 4's Great Canal Journeys with Prunella Scales & Timothy West & ITV's Barging round Britain with John Sergeant.
- Published by Coolcanals in association with ABC Boat Hire (holiday hireboats for the ultimate escape!)

**THE BOOK IS SUPPORTED BY A NATIONAL PR CAMPAIGN targeting national print media & a social media campaign across Twitter, Facebook, blogs & web links. The campaign launched with Coolcanals Twitter tags #canalcolouring #thursdaytherapy**



Coolcanals Colouring  
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#### About Coolcanals

Founders of coolcanals, Martine & Phillippa are **leading canal experts** who have already **written & illustrated 9 canal books, & sold over 90,000 copies of previous publications.**

Martine & Phillippa are not just writers and artists, they're incurable towpath tourists, ambling the canals from Cornwall to Scotland, and they've lived on a narrowboat with their 4 cats too. Their passion for canals is a way of life. Find out more [www.coolcanals.com](http://www.coolcanals.com)