SMITHSONIAN ENTERPRISES LAUNCHES NEW PUBLICATION;
SMITHSONIAN JOURNEYS TRAVEL QUARTERLY

Featuring Vibrant Visuals and Expressive Storytelling, New Publication Inspires Readers to “See the World in a New Light”

NEW YORK, NY (April 10, 2015) – Smithsonian Enterprises is proud to announce the launch of a new travel publication, Smithsonian Journeys, a quarterly designed to inspire the cultural traveler to see the world in a new light. The inaugural issue of the quarterly is devoted to Paris – in all its historic, artistic and architectural grandeur. It will be available on newsstands April 21, 2015.

The travel quarterly is also designed to build on Smithsonian’s global travel business, which for 45 years has led vibrant cultural and enrichment tours to every continent on the planet. Each issue of the Smithsonian Journeys travel quarterly will focus on a single destination, using powerful photography and rich storytelling that shows how past meets present through the arts, architecture, food, folklore, ethnic life, customs, indigenous peoples, nature and science of each locale.

“Smithsonian Journeys travel quarterly is about the spirit of exploration that makes travel a lifelong process of learning and discovery,” says Victoria Pope, Editor In Chief of the new travel quarters. “With Smithsonian’s extensive history in and commitment to cultural travel experiences, we’re able to share with our readers how the world’s most famous and beloved destinations can be seen in a completely new light.”

A lifelong traveler, Pope formerly served as deputy editor-in-chief of National Geographic magazine and as executive editor of U.S. News & World Report. She worked for more than a decade as a foreign correspondent across Germany, Poland and Russia.

Upcoming issues of the quarterly publication include:

• Fall 2015: The Inka Trail
• Winter 2015: The Silk Road
• Spring 2016: Waterways of Europe

Among the features of each issue are the “Atlas of Eating,” which looks at cuisine around the world from the traditional to the contemporary; “Time Travel,” which uses passages from historical and literary accounts to provide deeper insight into the place and its people; and “Like A Local,” which offers a local’s perspective on the place and its culture. These features will also appear online at Smithsonian.com.
The travel quarterly is an integral part of Smithsonian Enterprise’s expanding travel offerings, which includes digital travel content on Smithsonian.com, travel–related videos and books and the Smithsonian Journeys tour operations which for more than four decades has led vibrant cultural and historical tours to every continent.

**About Smithsonian Enterprises**
Smithsonian Enterprises is the revenue-generating business unit of the Smithsonian Institution including Smithsonian magazine and Smithsonian Journeys. The Smithsonian Institution is the world's largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park and nine research facilities. Approximately 30 million people from around the world visit the museums annually.

**About Smithsonian Journeys**
Smithsonian Journeys, the Smithsonian Institution’s worldwide travel program, is an enduring leader in cultural and enrichment, expert-led travel, offering more than 150 land and cruise journeys on all seven continents. Smithsonian Journeys tours feature exclusive access and unforgettable experiences, uncovering the authentic culture of each destination and providing access unavailable to most travelers. The Smithsonian Journeys portfolio includes small-group, air-inclusive tours, small-ship cruising, intergenerational family travel, luxury private jet experiences and tailor-made travel options. For more information visit [www.SmithsonianJourneys.org](http://www.SmithsonianJourneys.org)

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