

## A Media Center Like No Other

With modern technology, we are expected to do in one day what used to take a week. People just keep getting busier and busier. Members of the media are certainly no exception.

“I have created a media center on our website to provide journalists and radio and television producers with as many tools as possible to cover the emerging tropical living lifestyle,” said Alison Tilley, founder and CEO of [www.TropicalLiving.com](http://www.TropicalLiving.com). “I want to help make luxury travel—as well as reporting on it—as easy as possible.”

The Tropical Living Media Center is easily accessed by clicking on the link found at the top of the company’s home page.

“In my opinion most website press centers—if they even exist—are fairly pathetic,” said Tilley. “They don’t provide nearly enough useful information. They make navigating difficult with passwords and such. I understand deadlines. I understand the need for detailed information.”

Tropical Living’s website houses an extensive library of digital photographs of Alison Tilley, tropical islands, luxury villas, tropical spas, and lifestyle shots that are easily accessible and downloadable.

“I spent months surveying busy media professionals trying to figure out how I can best help them,” said Tilley. “I contacted television producers, journalists and editors, and they said if you can eliminate passwords, do it. They said to make it convenient to find anything and everything about you and your company.”

Tropical Living grants members of the media permission to download and use the photos owned by Tropical Living without a password. “I trust people and simply ask that they promise on their honor to inform us of what they’re using and where.”

Tropical Living requests that hard copies of coverage be sent snail mail, so they can be added to the company’s press files and to the media coverage section on the website.

At the Tropical Living Media Center, members of the media are encouraged to sign up to receive periodic updates, press releases and news about Alison Tilley and the tropical living lifestyle. “When I say ‘periodic,’ I only mean maybe six times a year,” said Tilley. “I understand people are already overloaded with emails.”

The Tropical Living Media Center contains:

- A pdf bio of Alison Tilley (An Unusual and Adventurous Life.)
- Hundreds of beautiful large res photos for downloading.
- 14 pages of information on the inspiration for the company.
- An audio center with over 100 audio clips (with corresponding text.)
- A video center where all the videos on the site can be found in one place.
- Dozens of pages of intriguing story angles.
- Three-dozen pages of Tropical Living Travel Tips for Safe, Easy, Worry-Free Traveling.
- Press releases about everything from Heifer International to properties, from the company to the lifestyle.
- Media coverage.
- A request form to interview Alison Tilley.

Having traveled the world 10 times over searching for the most spectacular tropical islands and spas on earth—from Bora Bora to Bali, Thailand to Fiji—Alison Tilley is an island, spa and tropical lifestyle expert and is available for interviews and appearances. She sells and rents entire tropical islands, rents some of the finest tropical spas and villas worldwide and offers an international collection of tropical homeware to help people create an oasis at home.

Alison Tilley’s Tropical Living is an unusual tropical travel, homeware and lifestyle company that advocates slowing down, reconnecting and enjoying more “Leisure in Luxury.” It offers practical solutions for a happier, healthier, more balanced life. Visit Tropical Living on the World Wide Web at [www.TropicalLiving.com](http://www.TropicalLiving.com) and click on “Media Center.”

Combining luxury tropical travel, homeware, philosophy and philanthropy has never been done like this before.

Tropical Living—An Oasis Online. It’s Upscale that’s Uplifting.

###