



Press Release

Media Contact

Deborah Schull
deborah@culturalroadmapp.com
<https://www.culturalroadmapp.com>
Tel. 800-851-222

Cultural Roadmapp's Relaunch of Multi-Award-Winning **Audio Guide** "Clare" Offers Thrilling, Socially Distant Option for Self-Drive Staycationers

FOR IMMEDIATE RELEASE

COUNTY CLARE, 1st of May 2021—County Clare residents now have a brilliant escape route with today's relaunch of **Clare, the only audio guide** for the county's **Wild Atlantic Way** coast. Designed specifically for motorists, the **GPS-enabled, hands-free app** guides listeners through Clare's rich cultural heritage as they enjoy the view. Through a **rare combination** of cultural immersion and social distancing, the experience **handily answers the question of what to do in Clare**, now that travel within the county is permitted!

Clare is the first in Cultural Roadmapp's 4-part Wild Atlantic Way series **Road Trip: IRELAND**. Over the course of 90 minutes, the audio guide skillfully weaves interviews with experts, local heroes, and real 'characters' together with storytelling and folklore, world-class music and literary performances, humour, and narration by award-winning Irish performers. The app also features a hidden-gems **scavenger hunt** and **recommendations** on where to eat, drink, sleep, and explore around each destination on the tour route.

Clare has won numerous awards since its initial launch in 2017, including:

- the 2020 international **Travel & Hospitality Award**,
- Ireland's 2018 **Digital Media Award**, and
- the 2018 US **Interpretive Media Award**

The second audio guide in the series is **Cork & Kerry**, which is set to launch this Summer.

Road Trip: IRELAND is available to purchase in full for \$7.99 or as a **Free Sampler** from the [App Store](#) and [Google Play](#). For a **free review copy** of the full **Clare** audio guide, please email hello@culturalroadmapp.com; Cultural Roadmapp will be happy to grant your request within hours. The company website's [Press page](#) provides **photos, logos, quotes, and further details**.

Cultural Roadmapp is based in Clare and led by two Americans, Deborah Schull and Dr Leah Bernini Cronin, who both spent several years living in Ireland.

###