

Sample Press Release

PRESS RELEASE - FOR IMMEDIATE RELEASE

ISAN EYE: LOCAL EXPAT COMMUNITY LAUNCHES ISAN INFORMATION PORTAL

Surin, 3rd March, 2011:

A new website has been launched by a group of expats residing in rural Thailand, to help make the area more accessible to more foreign visitors.

Thailand has been a favorite destination for expats for several decades. The reduced cost of living alongside the warm Thai weather makes the country an excellent choice for long term visitors and retirees. Traditionally, the more westernized areas of Thailand such as Bangkok, Pattaya, Phuket and Koh Samui have been the favorite expat destinations. However, rural Northeast Thailand is rapidly becoming the location of choice for a whole range of expats; this is due to the steadily increasing cost of living in Thailand, forcing many people to search for cheaper locations to live, away from the major tourist areas.

Many expats visiting Isan (the name given to Northeast Thailand) find it hard to adjust to a new life surrounded by rich Thai culture. Very few of the local inhabitants speak a foreign language to any level, western foodstuffs are almost non-existent and entertainment options are slim.

A likeminded group of foreign expats who reside in this region have launched an Isan information portal, designed to help people adjust to their new lifestyle and gain access to the kind of local information they would find much easier to acquire in one of the tourist areas of Thailand.

Cam Khao, the site editor of www.isaneye.com tells us that, "Everyone involved in this project has lived in this region for many years, we are well aware of the problems people newly arrived in the area are likely to face. Everything from communication to finding western luxuries can be a problem. We aim to become the most valuable info resource for all foreign residents of Isan."

The site has been on-line for only a few days, and has already received several hundred visitors, even though the information available on the site is not yet complete. Visitors are invited to register for the Isan Eye newsletter at www.isaneye.com to receive updates as the site is completed.

Sample Press Release

###

Press Contact for Isan Eye:

Cam Khao

Site Editor

1/14 Szeglet Apartments

Promathep Road

Nai Muang

Surin

Thailand

3200

Telephone: 0876730245