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DESTINATION: PINK

Midwestern Blog Duo Team to Create Woman Focused Travel and Lifestyle Site

ST. LOUIS, MO/CHICAGO, IL—February 24, 2014— The new online travel and lifestyle destination, **Around the World in Pink** (www.aroundtheworldinpink.com), officially launched today. A go-to-guide for “Mile High Mavens” who enjoy the jet-setter life, Around the World in Pink (AWIP) is a collaborative project between famed bloggers, **Danyelle Little (TheCubicleChick.com)** and **Raijean Stroud (Swa-Rai.com)**.

Friends online as well as off, both ladies often travel together, sharing experiences and insights. After many joint trips, the idea to start a site showcasing travel related products alongside lifestyle and entertainment topics was born.

“The inspiration for Around the World in Pink stems from the fact that Raijean and I travel together so much that we wanted to begin chronicling our adventures,” said Danyelle Little, The Cubicle Chick. “Since we have two very different blogs, we created a place on the web where we could team up and work cohesively to express our passion for travel and the international lifestyle.”

With the mission of filling an online void by building a website that focuses on women who want to “travel while fabulous,” Stroud and Little created a place to help readers live their best life “on purpose with purpose.”

Around the World in Pink will be hosting online events and giveaways that will introduce and connect their female audience with Danyelle and Raijean as well as brands catering to travel and global lifestyle enthusiasts. On Tuesday, March 11th, AWIP will lead a Twitter talking health and wellness during vacation and travels.

“Travel doesn’t have to be boring and status quo,” Raijean said. “AWIP differs from other sites because it’s a community where we encourage our readers to break out of their comfort zone and try new things—creating memorable travel experiences.”

Follow Around the World in Pink on social media:

- Facebook: <https://www.facebook.com/AroundTheWorldInPink>
- Instagram: <http://instagram.com/TravelNPink>
- Twitter: <https://twitter.com/TravelNPink>

ABOUT AROUND THE WORLD IN PINK (AWIP)

Bloggers Raijean Stroud (Swa-Rai Blog) and Danyelle Little (The Cubicle Chick) wanted to fill a void online by creating a website focused on women who want to travel while being fabulous at the same time. Whether it's touring a new destination with your girlfriends or spending some much needed bonding time with your family, our mission is to help you create a memorable travel experience. Travel doesn't have to be boring and status quo—instead, you can kick things up a notch while discovering new places, hotels, restaurants, and attractions while making memories that will last a lifetime. Around the World in Pink is your online lifestyle and travel destination to help you live your best life on purpose with purpose! For more information, please visit www.aroundtheworldinpink.com.

ABOUT RAIJEAN STROUD

Raijean Stroud is a fashion, beauty & lifestyle blogger based in Chicago and founder of Swa-Rai.com, [Swa-Rai Media Group](#) and [Bleeding Heart Project](#). Launched in 2010, Swa-Rai reports the latest trends in fashion, beauty and lifestyle experiences which include travel, tech, family, dining and so much more! When not in Chicago, Raijean can be found traveling around the country covering some of the hottest events! Raijean is considered a top-tier influencer and tastemaker and has been hired in many capacities including: event hostess, brand ambassador, speaker and personality. To learn more about Raijean Stroud, visit Swa-Rai.com.

ABOUT DANYELLE LITTLE

Danyelle Little is the founder and Editor-in-Chief of TheCubicleChick.com, an online blogazine focused on careers, work life balance, everyday technology, and water cooler Topics. A former HR Manager, Danyelle created her highly popular website after finding that there were not many online resources for working parents. In four years, she has grown her site to national prominence and has been featured on mainstream media and online outlets. She has worked with many brands as an ambassador and advocate. Ms Little is also the mother of two and the author of two eBooks. Danyelle routinely speaks at conferences and conventions around the country. To learn more about Danyelle Little, visit TheCubicleChick.com, or DanyelleLittle.com.

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