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**WEBSITE RELAUNCH:
Award-winning illustrations, enriched content, and improved navigation tools**

TORONTO, Canada — This spring, while Gray & Co. travellers were cycling in Myanmar and trekking to Brazil’s incomparable Iguazú Falls, the techies back home were hard at work on a journey of their own: the top-down redesign of the company website, www.grayandco.ca.

Now featuring extraordinary photos, multi-pronged search tools, and an easy-to-navigate design, grayandco.ca is more compelling—and inspiring—than ever. That’s not surprising given the site was designed by Viva & Co. and features the work of award-winning illustrator and graphic designer Frank Viva. A cover artist for *The New Yorker* magazine, Viva is also a biker, gourmand, oenophile, and explorer.

“As an artist and designer, Frank is driven by passion, aspires to precision, and values creativity and originality above all—qualities which just happen to be essential ingredients for Gray & Co. experiences,” says Gray & Co. founder and director Cari Gray. “We are absolutely thrilled to feature Frank’s whimsical icons and other original artwork on our website.”

The new site’s stylish and approachable aesthetic is greatly complemented by technical advances that allow users to browse trips by destination or season—making it that much easier to glean ideas for fall’s getaway, the next corporate retreat, or that upcoming family reunion. Enriched trip content offers destination highlights, favourite hotels, stunning images, and the sorts of personal insights and anecdotes that flavour every Gray & Co. experience.

“Ultimately, travellers are going to call us to talk about what they are looking for, and we’ll design an entirely unique adventure based on their personality and interests,” says Gray. “But we still want our website to inspire them—and of course to make travel agents’ jobs easier. And at the end of the day, we probably just want to share, whether through images or words, what we love most—travelling the world!”

The new and improved website also includes such elements as the company blog, Communiqué; the latest press; team bios; and more.

Gray & Co. crafts custom journeys for active travellers to many corners of the globe. With first-hand knowledge and local connections, they can orchestrate almost any adventure with style and precision. They cater to groups of friends and families, design corporate retreats, and more. For more information, please visit www.grayandco.ca.