

## The Camino Quarterly turns to Kickstarter for Launch Funding

*The Camino Quarterly turns to Kickstarter for funding the launch of their print magazine, the first English-language publication about the popular 500-mile trek across Spain—The Camino de Santiago. With just 2 weeks to fund, the process is testing the nerves of the entire publication team.*

Asheville, NC, April 29, 2014 –Chris Yavelow is turning to the Internet to raise funds for his company’s latest publication project, *The Camino Quarterly*, the first print publication about the Camino de Santiago—the 500-mile pilgrimage across Spain that has grown in popularity ever since being featured by Emilio Estevez and Martin Sheen in their movie, *The Way*. With funding as the first major obstacle to getting any magazine off the ground, current economic conditions don’t make the job any easier. Publishers must explore new approaches to fundraising, and many have embraced crowd-funding sites like Kickstarter.com.

In line with Kickstarter.com guidelines, projects have a fixed number of days to raise all the funds, or the project receives nothing. The Camino Quarterly has a 33-day fundraising window, from start to finish. If the allotted budget (\$49,088 US) has not been raised by 10 PM EDT on Friday May 16, all pledges are cancelled and the magazine will not be funded.

According to Yavelow, Kickstarter was appealing because, "the crowd-funding model makes it easy to quickly spread the word online to a wide audience; Kickstarter also allows us to provide regular status updates to everyone from a central location." Another advantage is that Kickstarter's merchant partner Amazon.com enables projects to receive funds from anywhere in the world. Yavelow added, "People walking the Camino de Santiago come from many countries and they do the walk for just as many reasons. We hope to reach English-speaking subscribers all over the world."

Of the 215,000 who completed the walk last year, 30,000 were English-speakers, a 27% increase over 2012. Official records from hostels and pilgrim offices reveal that another 120,000 English-speakers were on the path, but did not request completion certificates. Some choose to do the walk in segments over several years.

*The Camino Quarterly* is dedicated to accurate, up-to-date, usable information about the Camino de Santiago, whether one is thinking of walking the Camino, has already walked it, or may never walk it but is still interested in learning about it. The magazine highlights the different Camino routes, accommodations, points of interest, gear, footwear, and clothing, as well as the local festivities for the coming three months. Just as walking the Camino de Santiago is a journey with a before, during, and after; reading the Camino Quarterly is a journey through the three stages of preparation, pilgrimage, and reflection.

<https://www.kickstarter.com/projects/caminoquarterly/camino-quarterly-magazine-the-journey-and-the-dest>

About Chris Yavelow: Award-winning author and publisher Chris Yavelow has a long history in publishing, having worked as a writer and contributing or associate editor for *Macworld*, *Electronic Musician*, *Byte*, *Verbum*, and *New Media* before founding his own publishing company. His *Macworld Music and Sound Bible* received the Computer Press Association Award, and subsequent digital publishing projects have broken new ground; for example, the first digital TV Guide (VPRO, the Netherlands) and the first LEGO CD-ROM (recipient of the Danish Design Prize for UI design).

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