

FOR IMMEDIATE RELEASE
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Local Guidebook Celebrates 10 Years of Mapping Northern Ontario

Killaloe, ON - What started out as a living room enterprise by two brothers has grown into a cross-country venture that embraces Canada's great outdoor spaces. The widely-popular **Backroad Mapbook** series tackles Ontario's **Northeastern** region with a comprehensive new 176-page guide.

"Fishermen, families who enjoy camping, hikers and hunters, people who like canoeing or cruising backroads – we appeal to all of them," explains company co-founder **Russell Mussio**.

This broad appeal is the reason the **Northeastern Ontario Backroad Mapbook** has been the local guidebook of choice for over 10 years and a National Best-seller. It combines reference information with highly detailed maps which feature up-to-date logging roads, extensive trail systems, parks, camping information and a wide range of recreational features that are not found on other maps.

Jason Marleau, author and researcher from **Sudbury** relates "When I discovered these books out west, I called the owners and asked them if they had ever considered a book for Ontario. These books showed everything I loved to do as a young boy growing up in Northern Ontario. From fishing to camping and canoeing to simply exploring logging roads... they had it all. They liked my idea so I quit my job as a business banker and started researching and writing about our great province. Without a doubt, my favourite area to explore is still Northeastern Ontario."

The in-depth reference and map information requires a team of local researchers and writers to ensure regional information is accurate and noteworthy. Also, relationships with fishing and outdoor clubs, park superintendents, hiking enthusiasts, Government Ministries, and of course, feedback directly from readers, contribute to maintaining the most up-to-date maps available. Partners like **Ontario Parks, Ministry of Natural Resources**, various **Tourism Organizations** and **Chamber of Commerce's, Ontario Federation of Anglers & Hunters** and **Friends of Killarney Prov Park** were instrumental in providing insider details for readers.

The universal appeal for taking off into the backcountry has seen the Backroad Mapbooks series expand to include GPS Maps, Digital Editions and twenty-eight books for **BC, Alberta, Manitoba, Saskatchewan, Ontario** as well as the **Maritimes** with over 1.5 million books in circulation.



ABOVE: Backroad Mapbook Founders
Russell and Wesley Mussio

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BELOW: The newly released
Northeastern Ontario 3rd edition in
the Backroad Mapbook series

