



Backroad Mapbooks Wins Coveted Award

FOR IMMEDIATE RELEASE

The Northern BC Backroad Mapbook has received the Best New Book/Atlas award in the Professional Category in the 2008 Cartography and Geographic Information Society Map Design Competition.

The competition is one of the biggest of its kind as they receive entries from around the world. Based out of the United States, the Cartography and Geographic Information Society is a non profit organization that supports research and education to help improve the use of maps and geographic information. One of their goals is to improve the quality of life through the use of maps. For a local company to win such an award shows the quality and integrity that Canadians expect out of their maps.

"I am very honoured to be part of a team that helped to produce the best new Book/Atlas in the 36th annual CaGIS Map Design Competition." stated Andrew Allen of Backroads. "It also makes me very proud to be honored by other professionals in the mapping community."

In preparation for the competition, the Backroad Mapbook team completely redesigned, updated and expanded the Northern BC Backroad Mapbook. In addition to a talented team of mappers and graphic designers, the book was written by local researcher and writer Trent Ernst. Trent is based out of Tumbler Ridge and is well known for his creative writing and photography skills.

"The Backroad Mapbooks have truly evolved over the years." said Trent. "When I first started writing for them it was about finding what was out there. Now that we a good base, we are able to find locals, clubs and industry professionals to help update and ensure the information is correct. This helps make the most up-to-date maps and guidebook available in the area."

Users of the Backroad Mapbooks series will also be happy to note that there are several new products for northern BC. The individual maps are now available in larger topographic map format and available digitally to be used with GPS software or on Google Earth. Fishing enthusiasts will also find the Northern BC Fishing Mapbook available at leading bookstores and outdoor stores throughout the province. For more information visit www.backroadmapbooks.com.

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