

**FOR IMMEDIATE RELEASE**  
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## **Fishing Mapbook celebrates Bass Opener highlighting 180 local Lakes & Rivers**

Killaloe, ON - What started out as a living room enterprise by two brothers has grown into a cross-country venture that reveals Canada's best fishing spots. The widely-popular **Fishing Mapbook** series tackles **Eastern Ontario** (Zones 18 & 20) as well as the **Kawarthas** (Zone 17) with a new 208-page guide.

*"With a Fishing Mapbook in hand, you have lake charts, boat launch locations, updated fishing information and insider tips that will make sure you're an expert on the lake even before you get there,"* explains company co-founder

**Russell Mussio.**

The series was born out of a frustration familiar to many anglers. Co-author and owner of Algonquin Bound Outfitters in Pembroke **Jason Marleau** explains, *"As an avid angler, I found myself buying many individual lake charts that are available from other companies. In one season alone I spent over \$100 on only 12 maps. We were sure other anglers felt like we did – that there had to be a better more inexpensive option. We found that we could create a book which puts together a collection of lake charts for a region that sells for the price of just two or three individual charts."*

The third edition expands on the success of this idea covering 180 lakes and rivers from the region. In addition to the popular depth charts, the Fishing Mapbooks include lake hotspots, fishing tips, stocking information and other insights. This gives anglers an added advantage regardless of whether they are visiting a familiar fishing hole or discovering a new lake – and makes the book almost as essential as a fishing rod.

The in-depth reference and map information requires a team of local researchers and writers to ensure regional information is accurate and noteworthy. Relationships with fishing clubs, the Ministry of Natural Resources, and of course, feedback directly from readers, contribute to maintaining the most up-to-date lake overviews available. Experienced anglers and partners like the **Ontario Federation of Anglers and Hunters** were instrumental in providing insider details for readers.

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



ABOVE: Backroad Mapbook Founders  
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BELOW: The newly released Eastern Ontario 3<sup>rd</sup> Edition in the Fishing Mapbook series

