



Backroad Mapbooks Win Coveted Mapping Award

FOR IMMEDIATE RELEASE

COQUITLAM, BC – 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 Canadian company to win such an award shows the quality and integrity that outdoor enthusiasts 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 head mapper with Backroads. "It also makes me very proud to be honoured by other professionals in the mapping community."

The Backroad Mapbook series is Canada's best selling outdoor recreational guidebook series due to their unique combination of writing and maps. The writing highlights virtually all outdoor activities ranging from backroad attractions, parks and fishing destinations to trails, paddling routes and wildlife viewing opportunities.

However, it is really the maps that make these products so popular. By updating the road and trail systems and labelling all recreational opportunities, you will not find a more detailed or accurate source out there. Each book offers

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- Up to 90 maps, 21.5 cm x 28 cm (8.5" x 11")
- Scales range from 1:150,000 to 1:250,000
- Detailed logging and mining road systems
- Labelled rural road systems
- Trails, parks, camping and recreational features highlighted in colour
- Lake and stream systems
- UTM and latitude and longitude marks
- Contours and Topographic Relief shading

An index at the back of the books ties in the two sections of the book.

Stretching from Coast to Coast, there are titles for all popular tourist regions. Titles like the Canadian Rockies, Northwestern Ontario, Nova Scotia and Vancouver Island have strong international appeal. They retail for CAN\$24.95 and come in the convenient wire binding to allow for ease of use.

We are looking for international distributors and retailers for these and other Mussio Ventures Ltd. publications. You can find samples and other details by visiting www.backroadmapbooks.com.



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