

FOR IMMEDIATE RELEASE
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New Mapbook reveals Manitoba's most treasured outdoor areas

Coquitlam, BC - What started as a living room enterprise has grown into a cross-country venture that both documents and celebrates the great outdoors. The widely-popular **Backroad Mapbook** series embraces **Manitoba's** outdoor treasures with a new 160-page guide to every square inch of the province.

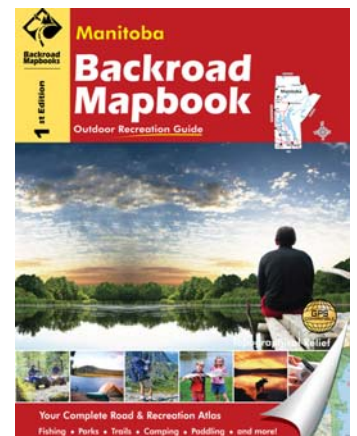
Explore beautiful Whiteshell Provincial Park or the whitewater canoeing of the Bloodvein River. Experience the northeastern reaches of the province where water becomes more plentiful than land, the ATV networks of the Interlake Pioneer Trail or discover your own wilderness area off of some of the country's most remote backroads.

"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**.

The long standing collaboration between Backroad Mapbooks and Manitoba based print partner, **Friesens** was essential in realizing the release of this new title. **Ryan Hildebrand**, Regional Sales Manager at Friesens relates, *"After working with the Backroad Mapbooks team for so many years, it is a thrill to see a Mapbook come home to Manitoba, to explore the backyard we call our own."*

Backroad Mapbooks feature up to date logging and industrial roads, trail systems and a wide range of recreational features that are not found on other maps. Add in everything from fishing hotspots to paddling routes, from wilderness campsites to road side parks, from hiking and riding trail systems to topographic land features, and you will see why this series has grown to become Canada's best-selling outdoor recreation series.

Established by the brother tandem of Russell and Wesley Mussio in 1993, the Backroad Mapbook series visits nearly all of Canada's provinces. In fact, the new title expands on the previous Southern Manitoba title by now covering the whole province. Inside there are countless trail systems and canoe routes, lakes beyond measure, bush roads and hundreds of recreational sites. Indeed, this is an explorer's guide to the province.



ABOVE: Newly released Manitoba Backroad Mapbook 1st Edition



ABOVE: Backroad Mapbook Founders Russell and Wesley Mussio

Interest in the outdoors, and in turn mapping, took root in the Mussio brothers from an early age. Growing up in Trail, British Columbia the brothers were taken on fishing and hunting trips by their father and this experience resounded in their post-secondary years – Russell has a degree in leisure and sports administration, while Wesley is a registered professional forester and lawyer.

"We'd be out and about with a map that only had one main logging road on it," Russell recalls. "We'd have a guidebook for hiking, a guidebook for paddling, a guidebook for fishing and scattered pages of outdated TOPO maps; it was almost comical. It was like we had to carry around a box full of stuff in the bush with us. We looked at one another and said, 'This is ridiculous.'"

From there, the brothers got their modest start in Russell's apartment, complete with a printing press, some rudimentary maps and not much else.

"That was the hard part – the beginning. There was a ton more field research at that time, especially when you don't have an established name. Back then we had to go out there and do a lot of that field work ourselves. It was a terrible job, but someone had to do it," Russell laughs.

As their efforts grew, so did their batch of contacts. The brothers began liaising with fishing and outdoor clubs, hiking enthusiasts and even the provincial government, amassing an array of contacts that could provide information – new road or trail systems, for example – from all corners of the country.

That type of collaboration has created a win-win for the Mussio brothers, as the company's most cherished contacts are also its primary market.

That universal appeal for taking off into the backcountry has seen the Backroad Mapbooks series expand to include books for **Ontario, BC, Alberta, Manitoba**, Southern Saskatchewan as well as the **Maritimes** with over 1.5 million books in circulation.

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Mussio Ventures Ltd. is a privately held company with a head office in Coquitlam, BC and satellite offices in Lake Country, BC and Barry's Bay, ON. Mussio Ventures produces the Backroad Mapbook series as well as a Fishing Mapbook series, Topographic Maps, Bathymetric Lake Charts, Recreation Maps and Backroad GPS Maps.