

FOR IMMEDIATE RELEASE
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New GPS Maps reveal Manitoba like never before

Coquitlam, BC - What started as a living room enterprise has grown into a cross-country venture that embraces Canada's great outdoor spaces. The widely-popular Backroad Mapbook series has embraced technology by entering the world of GPS with the new **Backroad GPS Maps for Manitoba**.

"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 **Manitoba Backroad GPS Maps** feature up-to-date industry & bush roads, extensive trail systems and a wide range of recreational features that are not found on other maps. Everything from fishing hotspots to paddling routes... wilderness campsites to road side parks...hiking and ATV riding trail systems to Game Hunting Areas and topographic land features... are included on the micro-SD card it comes pre-loaded on.

"Getting around has changed drastically since GPS devices first came out and now they are everywhere from your car to your boat to in your hand on the trail," states marketing manager **Joshua Desnoyers**. "People are looking for better maps with more roads, trails and recreation information, to explore the outdoors safely and with confidence. Now they're here... up-to-date maps that are easy to use for navigating from the city to Manitoba's great outdoor spaces."

For nearly 20 years Backroad Mapbooks has used 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 up-to-date map information. Partners like **Manitoba Parks, Friends of Riding Mountain NP**, various **ATV & Snowmobile Clubs** and **Manitoba Recreational Trails Association** were instrumental in providing insider details for users.

The universal appeal for taking off into the backcountry has seen the Backroad Mapbooks series expand dramatically over 18 years. The addition of the Manitoba Backroad GPS Maps joins 5 other GPS Map products and over 28 Backroad Mapbook titles that span from BC, Alberta, Saskatchewan, Manitoba, Ontario and the Maritimes with over 1.5 million books in circulation.



ABOVE: Backroad Mapbook Founders Russell and Wesley Mussio

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BELOW: The Manitoba 1st edition of Backroad GPS Maps

