

FOR IMMEDIATE RELEASE
June 1st, 2011

OUTDOOR REC GOES HIGH TECH **- Popular Mapbook series releases update for GPS**

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 celebrated its 18th year of publication by releasing a new edition geared for the world of **GPS**.

"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 Backroad GPS Maps feature up-to-date logging 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 OHV riding trail systems to 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 company vice-president **Chris Taylor**. *"People are looking for better ways to explore the outdoors and are used to the visual ease of tools like GPS and Google Maps to get around in the city. Outdoor enthusiasts now have something up-to-date and easy to use for navigating in the backcountry."*

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 **ATV BC, BC Parks, Tourism BC, Camping & RV in BC, Freshwater Fisheries Society of BC, Trails BC** and **Recreation Sites and Trails BC** were instrumental in providing insider details for users.

The universal appeal for taking off into the backcountry has seen the Backroad Mapbooks series expand to include six books for British Columbia which cover every square inch of the province. The addition of the British Columbia Backroad GPS Maps joins 4 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

MUSSIO VENTURES LTD.
BACKROAD MAPBOOKS
1500 Hartley Ave
Coquitlam, BC
media.backroadmapbooks.com

MEDIA CONTACTS:

Joshua Desnoyers
Marketing Manager
604-521-6277
josh@backroadmapbooks.com

Russell Mussio
President & Co-founder
250-766-9354
rmussio@backroadmapbooks.com
[m](#)

BELOW: The British Columbia 2nd
edition of Backroad GPS Maps

