

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

Barry's Bay, ON - 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 **Eastern Ontario** with a comprehensive new 144-page guide.

Discover the backcountry campsites of Bon Echo Provincial Park or the surreal paddling of the Barron Canyon in Algonquin Park. Dive into single-track riding through the Larose Forest, take on the mighty Rideau Trail or create your own adventure in the public crown land areas identified.

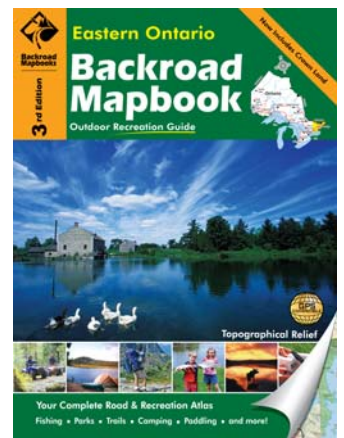
"Fishermen, families who enjoy camping, hikers and hunters, people who like canoeing or cruising backroads – we appeal to all of them," explains company co-founder **Russell Mussio**.

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 OHV 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.

The Backroad Mapbook series uses local researchers and writers to ensure regional information is accurate and noteworthy. The new Eastern Ontario title expands on work done by **Jason Marleau**, owner of Algonquin Bound Outfitters and **Carmine Minutillo**, now a Principal with Holy Family Catholic School in Kingston, both of whom were instrumental in the development of this book.

Jason recalls. "We'd literally have a different map or guidebook for hiking, for paddling, for fishing and scattered pages of outdated Topo maps with us; it was almost comical. It felt like we had to carry around a box full of stuff in the bush with us."

From there, Jason and Carmine helped create the original Eastern Ontario Backroad Mapbook almost 10 years ago.



ABOVE: Newly released Eastern Ontario Backroad Mapbook



ABOVE: Backroad Mapbook Founders Russell and Wesley Mussio

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"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," Jason laughs.

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As their efforts grew, so did their batch of contacts. Staying up-to-date with the many changes in this region has been helped by fostering relationships with fishing and outdoor clubs, hiking enthusiasts, the Ministry of Natural Resources, through other writers and researchers and of course, feedback directly from readers.

Partners like Ontario Parks and the Ottawa Valley Tourist Association were just two of the many organizations instrumental in providing insider details for the new title. **Melissa Marquardt**, Marketing Coordinator at Ottawa Valley Tourist Association relates, *"Having a single book which highlights all of the outdoor opportunities in the Ottawa Valley has helped to attract new visitors, encourages locals to get out and explore their own backyard and raises the profile of our organization and all of our stakeholders. The team at Backroad Mapbooks has created a winner."*

The universal appeal for taking off into the backcountry has seen the Backroad Mapbooks series expand to include five books for **Ontario** which cover every square inch of the province. The series now includes over 28 titles for **BC, Alberta, Saskatchewan, Manitoba, Ontario** 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.