



Backroad Mapbooks

... THE START OF EVERY ADVENTURE!!

Local Map Company Creates Better Area Maps

Like so many before him, Russell Mussio, one of the creators of the popular Backroad Mapbook series, moved to the interior to enjoy a more relaxed lifestyle and to get closer to the Great Outdoors. This newfound lifestyle has actually turned into a good thing for both the company and outdoor recreation enthusiasts alike with several new map products being created in recent years. Visit any local outdoor or fishing store and you will now find the *Okanagan Valley Outdoor Recreation Map*, the *Southeastern BC Fishing Mapbook* and even *Backroad TOPO Maps*. All are designed to help people explore the region like never before.

“By getting out there and exploring more, I realized that the mapbooks are great for general exploration, but sometimes lack the intimate detail or convenience of larger format maps. So I had one of our company mappers make me up a large scale folded map of the Okanagan and the Kamloops areas strictly so I could personally use it for outdoor exploring.” continued Russell. “So I would cart these maps around with me and pull them out every once in a while and a few people noticed...and everyone that I showed them to liked them and wanted to know where to get copies...”

With the obvious attraction to the maps, Russell finally realized that there was potentially a public use of them. “Seeing the positive reaction it finally dawned on me that as a company we should actually mass produce something like these for people to use.” And the idea was born. “Now that I look back I think ‘why didn’t we think of this before’, but that’s just the way some ideas come about, so innocently.” added Russell.

“Ultimately our goal became to provide a quality, long lasting product that not only shows the topography of the region, but also trails, fish species details and other points of interest. This way the new Outdoor Recreation Maps can be used as a single source, which is ultimately what users need,” noted Russell.

In addition to the new mapbooks, the company has also just released an up to date topographical map series as well as Fishing Mapbooks for the entire province. “These projects have been in the works for some time and I am proud to say that finally British Columbians no longer have to rely on those horribly out of date Federal Government topos or fishing charts.” says Russell. “Throw those old maps away, our maps are here to save the day!” laughs Russell.

Russell continues to enjoy the great outdoors and can be regularly seen out exploring the backcountry. He has released over twenty Backroad Mapbook titles that have gone on to be national best sellers. The books and maps can be found at leading mapstores, bookstores and outdoor stores throughout BC or visit www.backroadmapbooks.com for more information.



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