

Victoria students discover mapping and the outdoors through unique donation

Victoria, BC – A unique donation to School District 61’s inner-city schools gave grade 5 students something to cheer about recently. **Russell** and **Wesley Mussio**, founders of the widely popular Backroad Mapbook series donated 300 of their best-selling **Vancouver Island BC Backroad Mapbook**’s to classes in five different Victoria schools.

The Backroad Mapbook series combines reference information with highly detailed maps. They feature up-to-date logging roads, extensive trail systems, parks, camping & fishing information as well as a wide range of recreational features not found on other maps. In short, anything you can think of to do outdoors can pretty much be found detailed in this book.

The idea of engaging youths through a donation stemmed from the brothers’ early experiences growing up in Trail, BC – experiences that both consider invaluable. *“Our father was a passionate outdoorsman and took us fishing and hunting from a young age,”* **Russell** explains. *“My mother loved to hike and ski so we trekked along with her and we spent most summers camping and berry picking in the West Kootenay’s near our Trail home.”* Nearly twenty years after creating their first Backroad Mapbook, the Mussio brother’s decided to recognize this milestone by **donating 300 Mapbooks valued at \$7500**. Their intentions are to give back and help youths to foster an interest in mapping and cultivate a love for the outdoors.

So, what did the kids think?

Jeff Duyndam, teacher and Vice Principal at **Tillicum Elementary** sums up, *“Our students were so excited to receive them Not only are students using them in class to supplement their curriculum, but families are commenting on how they are exploring trails and parks in our area they never knew existed! The impact of this donation enhances the learning opportunities of our students and we can’t thank you enough.”*

The universal appeal for exploring Canada’s magnificent outdoors has seen the Backroad Mapbooks series expand to include GPS Maps, Digital Editions and twenty-eight books for **BC, Alberta, Manitoba, Saskatchewan, Ontario** as well as the **Maritimes** with over 1.5 million copies 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
Communications Manager
604-521-6277
josh@backroadmapbooks.com

Russell Mussio
President & Co-founder
250-766-9354
rmussio@backroadmapbooks.com

BELOW: Cover of the Vancouver Island,
Victoria and the Gulf Islands BC in the
Backroad Mapbook series

