

Tour new travel guides...Michael Balsley and Molly Schaffer launch Discovery Map of Santa Monica

Discovery Map, International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently announced the publication of its newest map, Discovery Map of Santa Monica. The map is owned by Santa Monica residents Michael Balsley and Molly Schaffer.



“Molly and I have been here the better part of the last two decades and absolutely love the area and all it brings—the beach, the nearby mountains, the unique blend of old and new businesses as well as the Pier,” said Balsley. “We’re positively thrilled to have a business opportunity like this one where we can literally put our friends and neighbors on the map.”

Discovery Maps are colorful, hand-drawn maps that have become a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences and tourist destinations. Discovery Map of Santa Monica will include sites and destinations from

Telluride and neighboring areas like Will Rogers State Historic Park in the Santa Monica Mountains.

Discovery Maps are typically found on display in local stores, restaurants, hotels and tourist attractions. In addition to the printed map, DiscoveryMap.com offers curated content for Santa Monica visitors and those planning a trip. The interactive map found there is to scale thus can be used for turn-by-turn directions as well as to access detailed information about areas of interest, places to eat, lodging and other noteworthy sites including and beyond the printed map area.

“As much as we all rely on our iPhones and smartphones, when it comes to maps people, specifically travelers, still prefer the printed-out kind,” said Balsley. “Don’t get me wrong. Discovery Map has a great app and online presence. But the maps are truly like works of art and reveal the character of an area. And Santa Monica has plenty of that.”

In addition to running Discovery Map, Balsley works as administrator at Pacifica Christian High School, while his wife is a therapist at Cassidy Preschool in Santa Monica and is in private practice as a family therapist. The couple has also been active in the community in a number of

organizations, including the Santa Monica Chamber of Commerce and the Santa Monica Little League.

“Santa Monica is about fun and that’s where I think this map will be a huge success,” said Balsley. “In addition to being a great resource, the map epitomizes the spirit of Santa Monica. I mean, you can’t look at it and not smile.”

Discovery Map of Santa Monica is now available. A second version of the map will publish in September. Businesses interested in advertising can contact Balsley at 424-322-0295 or michaelb@discoverymap.com.