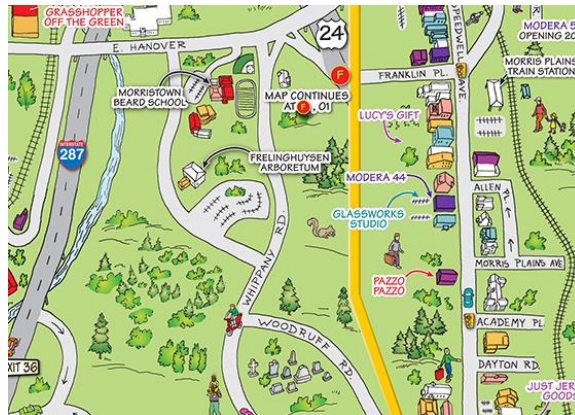


AS AMERICAN FAMILIES PREPARE TO HIT THE ROAD THIS SUMMER, DISCOVERY MAP INTERNATIONAL HELPS ANSWER “ARE WE THERE YET?”

Maps to New Destinations, Road Trip Survival Guide and Instagram Sweepstakes Await 40 Million Map Users This Summer



Waitsfield, VT (June 13, 2016) – In May, AAA forecast that close to 38 million Americans were going to hit the road Memorial Day Weekend 2016, the highest number since 2005 and a potential sign of a record-setting number of vacation road trips this summer. Just in time for vacation planning, Discovery Map International (DMI), creators of the colorful and functional cartoon-like maps found in more than 130 destinations, is offering families preparing for summer road trips helpful and engaging tools that include classic car games and fun quizzes.

The “Are We There Yet” Survival Guide, available at www.discoverymap.com/are-we-there-yet, is a walk down memory lane for moms and dads looking for ways to re-engage kids and reduce screen time. Classic car games featured will stretch creativity, test memory skills and tap knowledge, such as “I Spy...,” “Twenty Questions,” “Going on a Picnic,” and the “License Plate Game” along with a geography quiz and pointers to help teach children how to read a map.

“We all have memories – some of them even fond – of family road trips and versions of car games to help pass the time,” said Peter Hans, CEO of Discovery Map International. “And, yes, screen time can help keep the kids quiet, but it shouldn’t be a crutch. Engaging with kids while driving to a destination with these classic car games and through learning cognitive skills like map reading can help make the ‘getting there’ more fun.”

New Destinations Featured

DMI is rolling out new maps over the summer to destinations that include Tacoma, WA, Albuquerque, NM, and Cave Creek and Carefree AZ, with its first map of New York City's vibrant downtown slated for fall publication.

These new destinations will receive the same hand-drawn, cartoon-like treatment featured in more than 130 cities and towns. Familiar to nearly 40 million users each year, DMI maps are found in participating hotels, restaurants, shops, activities and other local businesses.

Also new on the maps are designated "selfie spots," ideal places for visitors to take selfies in front of iconic landmarks to share on social media. For a complete list of destinations, and to order a map in advance, visit www.discoverymap.com.

Instagram Sweepstakes Alert

Each month, Discovery Map is giving away a \$100 gift card to one lucky Instagram user through March 2017. Travelers can enter the sweepstakes by posting an image, a destination shot or selfie, on Instagram from a Discovery Map location using the designated hashtag #discoverymap. One winner is randomly drawn each month. For rules and regulations visit www.discoverymap.com/instagram.

About Discovery Map

Discovery Map International is the country's leading provider of curated guides to top tourist destinations, cities and towns throughout North America. The distinctively colorful, hand-drawn maps are a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences – and even the best locations to take selfies. Discovery Maps can be found in local hotels, restaurants, shops and other participating venues, and also at discoverymap.com. Named by Forbes as "one of the best franchises to buy," Discovery Maps International is headquartered in Waitsfield, VT, in the heart of the Green Mountains.

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