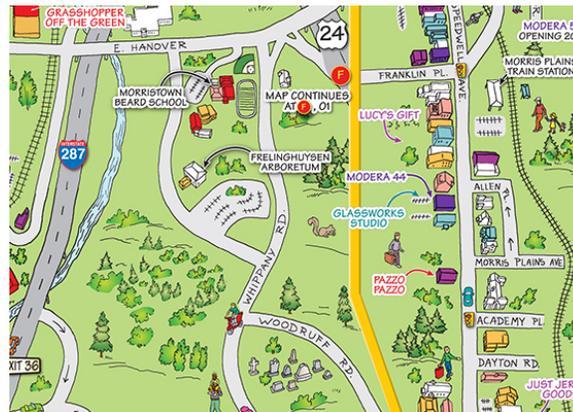


**DISCOVERY MAP INTERNATIONAL PUTS TRAVELER U.S. GEOGRAPHY IQ TO THE TEST
AS AMERICAN FAMILIES CROSS THE COUNTRY THIS HOLIDAY SEASON**

**Road Trip Survival Guide and New Ski Maps Help
Answer Backseat Calls of “Are We There Yet?”**



Waitsfield, VT (December 14, 2016) – A US Geography IQ survey of Americans by Discovery Map International found that nearly half of participants (46%) do not know how many states make up New England and nearly a quarter (22%) cannot name the capital of New York state. Just in time for holiday travel, Discovery Map International, creators of the colorful and functional maps used by 40 million people in more than 130 destinations, now invites travelers to test their geography IQ.

The 15-question, multiple choice quiz can be played online at www.discoverymap.com/geography-quiz or on Discovery Map International’s Facebook page (www.facebook.com/discoverymap/).

For vacation pre-planners, the geography IQ quiz can be downloaded and printed in advance of a road trip as part of Discovery Map International’s “Are We There Yet” Survival Guide, which also includes classic car games and map reading activities. The full “Are We There Yet” Survival Guide can be downloaded at www.discoverymap.com/are-we-there-yet.

“Discovery Maps are the maps you know and love,” added Hans. “The green, cartoon-like maps are instantly recognizable by people across the country and an engaging way for families to immerse themselves in the local community. The Geography IQ quiz and ‘Are We There Yet’ Survival Guide further enhance any vacation by making the ‘getting there’ more fun.”

In addition to holiday travel, new map editions recently launched in notable ski destinations are a helpful resource for folks itching to hit the slopes. Ski destinations with Discovery Maps include: Killington & Rutland, Smugglers' Notch, Stowe, and Mad River Valley in Vermont; Park City, Utah; Sun Valley, Idaho; Breckenridge, Colorado; Lake Placid, New York; and Bozeman, Montana.

No matter the destination, vacationers of all kinds can take advantage of Discovery Map's Instagram Sweepstakes, running 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 to win a \$100 gift card. For rules and regulations, visit www.discoverymap.com/instagram.

Discovery Map International commissioned SurveyMonkey to conduct the Geography IQ survey among a sample of 500 travelers.

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, ski destinations – 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” in 2015, Discovery Maps International is headquartered in Waitsfield, VT, in the heart of the Green Mountains.

###

CONTACT:

Liz Carty
Redpoint Marketing PR
carty@redpointpr.com
212-229-0119