



DISCOVERY MAP GUIDES THE WAY TO FUNKY FALL FUN

Fall Events Throughout Discovery Map Destinations Redefine Fall

Waitsfield, VT (August 30, 2017) – Autumn tradition takes on new meaning throughout [Discovery Map International \(DMI\)](#) destinations where fall is much more than changing foliage. Among the 130 map destinations, many offer travelers a twist on classic fall fun.

“Discovery Map headquarters are located in Vermont, a leaf peeper mecca,” said Peter Hans, CEO of Discovery Map International. “It’s certainly glorious in New England come autumn, but we also appreciate how much fun this time of year is in other destinations.”

From pumpkins to oysters, travelers can find quirky fall celebrations in Discovery Map destinations such as:

- **Albuquerque International Balloon Fiesta –**
[Albuquerque, NM:](#) ¡Ay, dios mío! The reds, oranges and yellows of fall foliage have some serious competition from October 7-15 at Balloon Fiesta Park, with what started in 1972 as a group of 13 hot air balloons launching from a mall parking lot. Today, the Albuquerque International

Balloon Fiesta has exploded into a fall favorite with almost 600 balloons saturating the New Mexico sky.

<http://www.balloonfiesta.com/>

- **Annual US Oyster Festival – [St. Mary's, MD](#):** Pumpkin spice lattes don't define fall in this town. For 51 years oysters have hailed as king when it comes to autumn treats, as Maryland celebrates the opening of oyster season on the Chesapeake Bay. From Saturday, October 21 to Sunday, October 22 travelers can dabble in all things oyster with the U.S. National Oyster Shucking Championships and National Oyster Cook-Off. One lucky participant will win bragging rights to the title of U.S. Oyster Shucking Champion, and go on to compete in Galway, Ireland for the World Shucking Championship. In this case, it's okay to shuck.

<http://www.visitstmarysmd.com/>

- **Burning of Zozobra – [Albuquerque, NM](#):** The Burning of Zozobra dates back to 1964 when the icon of doom and gloom was first set ablaze. With intentions to cleanse participants of their years' worth of gloomy thoughts, anyone can scribble down their disappointments to be incinerated once this 50 foot tribute to bad juju goes up in smoke. Travelers can be free of gloom and doom the Friday before Labor Day, September 1, 2017 at Fort Marcy Ball Park in downtown Santa Fe. Gates open at 3 pm.

<https://burnzozobra.com/>

- **Great Pumpkin LumiNights – [Pigeon Forge, TN](#):** Jack-o-lanterns light up the night at Dollywood's Harvest Festival, where travelers can see any type of pumpkin carving, from scary, to merry, and maybe even hairy. From September 29

to October 28, travelers and locals alike can immerse themselves in pumpkins galore with seasonal treats, entertainment and thousands of carved pumpkins on display. In addition, families are invited to get down with Jack himself at the Pumpkin Boogie Dance Party.

<http://www.dollywood.com>

- **Flounder Fling** – [Morehead City, NC](#): Beauty queens aren't fishing for compliments at the annual Flounder Fling held during the North Carolina Seafood Festival. From October 6 to October 8, participants aim to land their flounder in a frying pan via fishy-flight. Miss North Carolina is first to fling the flounder every year, putting the competition in motion. Those skilled enough to land their fish in the pan two out of three times take home an "I flung a flounder" T-shirt. Any-fin goes at the North Carolina Seafood Fest.

<http://ncseafoodfestival.org>

- **Oktoberfest** – [West Dover, VT](#): For those seeking the famous New England fall foliage, make your way to Vermont for the 20th annual Mount Snow Oktoberfest. From October 7 to October 8 travelers can enjoy a large selection of beers from 25 German and domestic breweries, authentic German food and festivities for all. Activities range from a keg toss to a 5k gulp and gallop (stomachs of steel required). Guests under 21 can still have fun with a schnitzel toss, an apple slingshot or pumpkin painting.

In addition to these fall twists, Discovery Map local maps can be found in dozens of prime New England destinations, including Berkshires, MA, Burlington, VT, Kennebunk, ME and Newport, RI, where traditional fall fun is plentiful. For more news from DMI, visit the Map Geek Blog: www.discoverymap.com/blog.

Through the end of the year, travelers to all Discovery Map

destinations can further enhance their vacation by entering to win a \$100 gift card by posting an image from their favorite local spot using hashtag #discoverymap. One winner is randomly selected each month. For full 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, 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.

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