

Your new travel guide...

## Abby Simon launches Discovery Map of Mt. Pleasant, SC

For the past four years, Mount Pleasant resident Abby Simon has helped natives and tourists discover Charleston “inside and out” with her publication *Charleston Inside/Out*. With her newest venture, Discovery Map of Mount Pleasant, she’s literally putting her hometown on the map.

Discovery Map of Mount Pleasant is part of Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America. 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 Mount Pleasant was issued earlier this month.

“Mount Pleasant is a city of more than 80,000 people and it shows up on pretty much every top 10 list for best places to live in South Carolina,” said Simon, who, in addition to Discovery Map of Mount Pleasant and *Charleston Inside/Out*, publishes *Man About Town*. “Mount Pleasant has also become a popular tourist destination for visitors both on their way to and from Charleston. People are going to love our map because, up until now, there really has been no map for visitors that clearly shows the many fun things you can do in Mount Pleasant.”



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 Mount Pleasant 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.

“We printed 250,000 copies of our initial run. With one of Mount Pleasant’s signature events coming up—the Cooper River Bridge in April—we wanted to make sure those thousands of runners had a map,” said Simon.

With the current map now in circulation, Simon anticipates a next edition in January 2019. Businesses interested in advertising can contact her at 843-697-8869 or [abbys@discoverympa.com](mailto:abbys@discoverympa.com). For more info on the Discovery Map of Mount Pleasant, visit their Facebook page, <https://www.facebook.com/DiscoverMtPleasantSC/>.

Discovery Map franchise owners come from many walks of life. In addition to publishers like Abbie Simon, some are corporate refugees or semi-retired individuals looking to build a business and fund their full retirement. Others include recent college grads, as well as mothers (and fathers) looking to build a business with hours around the kids' school schedules.

"Discovery Map is truly a unique and appealing franchise opportunity. It's not a 9-to-5 gig and you don't necessarily have to work 12 months a year to run a successful franchise. You just have to be willing to work hard when you work," said Peter Hans, CEO of Discovery Map International.

*Forbes Magazine* recently named Discovery Map® one of the top 5 franchises to buy with an initial investment under \$150,000. The initial franchise fee is \$25,000.

For more information on the Discovery Map franchise opportunity, visit <https://discoverymapfranchise.com/>.

#### **About Discovery Map International, Inc.**

About 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, visitor information centers and other participating venues, and at [discoverymap.com](http://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.

For information about the Discovery Map International franchise opportunity, visit <https://discoverymapfranchise.com> or call 802-316-4060