

FOR IMMEDIATE RELEASE

CONTACT: Steven V. Dubin, (781) 582-1061, sdubin@prworkzone.com

Discovery Map International, Inc. to exhibit at the International Franchise Expo, May 31-June 2

DATELINE: WAITSFIELD, VT...

Discovery Map International, Inc. announced it will be an exhibitor at the upcoming International Franchise Expo in New York City, which takes place May 31 through June 2 at the Jacob Javits Center in New York City. The Discovery Map team will be manning Booth 606.

Discovery Map International is the leading provider of curated maps and guides to top tourist attractions, cities and towns throughout North America. Founded in 1977, the company began franchising in 1992. Today, Discovery Map International has maps in 132 communities with 91 franchise owners.



“The International Franchise Expo is the largest showcase for franchise opportunities in the country, with more than 400 franchisors presenting,” said Peter Hans, president of Discovery Map International. “The Discovery Map franchise opportunity is a little bit different than most and we look forward to sharing our story and how our franchisees have taken our opportunity and run with it.”

Discovery Map franchise owners come from many walks of life. 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 Hans. “We look forward to meeting like-minded entrepreneurs at the IFE.”

Discovery Map guests can receive free entry to the International Franchising Expo. Simply click on this link <https://r1.events-registration.com/IFE2018/?source=DISCMAP> and use the promo code **DISCMAP**.

Discovery Map International has been recognized by industry and business organizations for its value and franchisee satisfaction. For example, *Forbes Magazine* named Discovery Map® one of the top 10 franchises to buy with an initial investment under \$150,000 (the initial franchise fee is \$25,000).

Additionally, Franchise Business Review named Discovery Map International a top franchise for 2018. The ranking was based on franchisee satisfaction.

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. 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