

**Discovery Map announces new venture in Montclair, NJ, launching new marketing opportunities for local businesses**

DATELINE 12/18/18: MONTCLAIR, NJ and WAITSFIELD, VT

Discovery Map, International, the leading provider of curated guides to top attractions, cities and towns throughout North America, recently announced the



publication of its newest map, Discovery Map of Montclair. Discovery Map of Montclair is owned by Debra King and her husband Peter Gordon, long-time North-Jersey residents and owners of the Discovery Map of Morris County.

“Montclair is town that is filled with so many unique attractions and businesses that when the opportunity of starting a Discovery Map in here presented itself, it wasn’t even a question to us,” said King, “We know that these maps will help better bring to light the great places this town has to offer.”

Discovery Maps are colorful, hand-drawn maps that have become a favorite of travelers from both near and far for navigating local dining, attractions, businesses, cultural experiences and tourist destinations. The Montclair map will include local sites and destinations from Upper Montclair and Montclair.

“When I started my first Discovery Map, I did it because I wanted to do something that had a positive impact on the community,” said King, “When the Wellmont Theater approached me about starting a map in Montclair, it caught me a little off guard. But we’re thrilled to be expanding into another town where we can continue that mission.”

“After picking up a Morristown map at the Mayo Performing Arts Center, I knew this would be perfect for Montclair, but noticed it wasn’t listed as an available map. I reached out to Deb immediately,” said Carly Wolfson, director of Artist and Customer Relations for the Wellmont Theater. “Montclair has so much to offer its residents and visitors, as well as the patrons and artists we host at the Wellmont. We have great pride in the vibrant Montclair community and this is a fabulous tool to encourage everyone to explore before a show!”

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 Montclair visitors and those planning a trip. DiscoveryMap.com offers an interactive map that will be to scale and 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.

Discovery Map of Montclair began accepting ads in October 2018 and will continue through January 2, 2019. The map will be published and distributed in February 2019. Local businesses interested in placing an ad in the upcoming Discovery Map of Montclair can call 973-868-4552 or email [debk@discoverymap.com](mailto:debk@discoverymap.com)

Discovery Map International has more than 130 maps nationwide. More than 6,000 businesses advertise on Discovery Maps across the U.S. One annual ad on Discovery Map reaches, on average, 500,000 visitors. Discovery Map advertisers renew their ads at a very high rate and some of the older Discovery Map locations have businesses who have been advertising on the same map for more than 20 years.

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

**About Discovery Map International, Inc.**

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](https://discoverymap.com). Named by Forbes as “one of the best franchises to buy” in 2015, Discovery Map 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