

FOR IMMEDIATE RELEASE

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## Your new travel guides...Bruce Masters and Michele Smith are the new owners of Discovery Map of Melbourne

DATELINE: MELBOURNE, FL and WAITSFIELD, VT...

Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently announced new owners of the Discovery Map of Melbourne, Florida. Bruce Masters and Michele Smith purchased the Discovery Map of Melbourne from Thomas Wright last month.

The couple originally hails from northern New Jersey but has vacationed in the area and owns a residence in nearby Sebastian. After Bruce retired early in 2018 (Michele had retired from her teaching career a few years earlier), the couple began looking for a new venture near their home in Florida.

“I’ve been a fan of Discovery Maps forever and collect them on every trip we take,” said Masters, who worked as an IT professional in the legal industry for 30-plus years prior to his retirement. “When a dear friend of ours in New Jersey—who also happens to own two Discovery Map locations—told us about the availability of Discovery Map of Melbourne, it seemed like the perfect venture for our retirement.”

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 Melbourne includes sites and destinations ranging from the FIT campus to restaurants, shopping venues and various activities.

Discovery Map prints 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 Melbourne visitors and those planning a trip (it’s even great for locals who are unaware of their own town’s hidden gems). The interactive map found the website 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.

“As much as we rely on our smartphones, people still prefer printed-out maps,” said Michele. “Although Discovery Map has a great website and online presence, the maps are truly like works of art and reveal the character of an area... and Melbourne has plenty of that to go with the natural beauty of the Indian River and its beaches along the Atlantic Ocean.”

Local businesses interested in placing an ad in the upcoming Discovery Map of Melbourne, to be published in May 2019, can call 321-243-0449 or email [brucem@discoverymap.com](mailto:brucem@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