

FOR IMMEDIATE RELEASE

Your new travel guide...Steven and Michelle Sprachman start Discovery Map of Huntington, Cold Spring Harbor, & Oyster Bay NY

DATELINE: HUNTINGTON, NY and WAITSFIELD, VT...

Discovery Map International, the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently announced that Steven and Michelle Sprachman as the owners of its newest location, Discovery Map of Huntington, Cold Spring Harbor, and Oyster Bay NY. The couple will begin selling ads for the map in the fall of 2021, with a publication date set for early next year.

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 Huntington and Cold Spring Harbor will include sites and destinations within these and adjoining communities.

“Several years ago, I was in Huntington, NY for a concert in the park. I usually go early to the park, put down my lawn chair, and then take a walk into town. While in downtown Huntington, I met a couple looking for a steak house. I could not remember where the restaurant was located. It was then I thought that Huntington would be a great place for a Discovery Map. I thought about starting my own franchise for Huntington and Cold Spring Harbor,” said Steven. “At the time I was still working for the State of New York, but decided that once I retired I would pursue my dream of starting the franchise. I made inquiries in 2019 which included a visit to the Waitsfield VT headquarters, and then came the pandemic. In February 2021, businesses were reopening, and after over 41 years working for the State of New York, Michelle and I decided it was the right time for me to retire and to start the franchise. Since then, I decided to add the charming village of Oyster Bay. The map will also include Syosset.”

Discovery Maps are typically found on display in local stores, restaurants, hotels and tourist attractions. In addition, DiscoveryMap.com offers curated content to complement and supplement the printed map. The interactive map found on 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 Steven Sprachman. “These works of art reveal the character and beauty of an area... and there is a lot of that in Huntington and the surrounding areas.”

For local businesses interested in placing an ad in the inaugural edition of Discovery Map of Huntington, the Sprachmans will start accepting ads in August 2021, with a publication and distribution planned for early in 2022. Interested merchants can call 516-699-7988 or email StevenS@discoverymap.com.

Discovery Map International has more than 120 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. 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.