

FOR IMMEDIATE RELEASE

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

**Your new travel guides...Simi and Ryan Pinnell are the new owners of Discovery Map of St. Augustine and Discovery Map of West Palm Beach**

DATELINE: ST. AUGUSTINE, FL, WEST PALM BEACH, 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 Ryan and Simi Pinnell as the new owners of the Discovery Map of St. Augustine, Key West, Delray Beach and Discovery Map of West Palm Beach. The Pinnells acquired the maps on August 1.

Owners of Treasure Coast Seltzer Works, the Pinnells first became familiar with Discovery Map through the territories and family vacations where the company sells its seltzer products from Melbourne, Florida to the Florida Keys.

“We’ve seen Discovery Map prints throughout our travels and in the territories where we sell our seltzer and loved them,” said Ryan Pinnell. “When Simi was looking to go back to work once our three boys had grown, she wanted something that would be a challenge professionally yet offer the flexibility in schedule to be there for our boys after school. That’s when we started exploring business opportunities that would allow us to keep our schedules open.”

Adds Simi, “When the Discovery Map franchises became available in West Palm Beach, Key West, Delray Beach and St. Augustine, it made sense from so many perspectives. Business-wise, we liked the idea of taking over established maps in established territories. Personally, the flexibility in schedule fits in well with our lifestyle. The boys will even be helping out in the business distributing maps.”

Discovery Map prints 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 West Palm Beach, Key West, Delray Beach and Discovery Map of St. Augustine includes sites and destinations ranging from restaurants to shopping venues, art museums to theaters 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 visitors to West Palm Beach Key West, Delray Beach and St. Augustine 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 Ryan. “The maps are truly like works of art and reveal the character of an area... and West Palm Beach Key West, Delray Beach and St. Augustine have plenty of that.”

Local businesses interested in placing an ad in the upcoming Discovery Map of West Palm Beach (to be published in December 2019) or Discovery Map of St. Augustine (to be published in Jan 2020) can call 772-252-0877 or email [simip@discoverymap.com](mailto:simip@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](http://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.