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## **Discovery Map charts a course to franchise success for recent college graduates**

DATELINE: WAITSFIELD, VT...

Discovery Map International, Inc., the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently announced the creation of the Recent Grad discount program for new franchise owners.

Under Discovery Map's new program, franchisee prospects who have graduated from a four-year university within the past calendar year would receive a 20 percent discount off the \$25,000 franchise fee to start a new Discovery Map or buy an existing location. That discount represents a \$5,000 value (\$20,000 for a recent college grad to own a franchise).

"Not everybody is cut out for the corporate world. Many graduates have an entrepreneurial spirit that just can't be confined to the Monday through Friday 9-to-5 or more like 9-to-9 grind," said Peter Hans, president of Discovery Map International, Inc. "Our franchise opportunity is something that could be of interest to many recent graduates who like the idea of learning a business from the ground up as the owner rather than being the low man on the totem pole. In the meantime, you can create your own schedule, even work seasonally, if you choose and do a lot of the things younger people like to do. Like travel."

Discovery Map has more than 130 maps across the U.S. and Canada. It is the charge of franchise owner to sell advertising space on the map and the online version of the map, available at [discoverymap.com](http://discoverymap.com). The typical franchise owner will publish a printed map once or twice per year, depending on the initial print run and the popularity of the map.

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 veterans, as well as mothers (and fathers) looking to build a business with hours around the kids' school schedules. With the advent of the Recent Grad program, Discovery Map is hoping to attract new college graduates as well.

"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.

*Forbes Magazine* recently named Discovery Map® one of the top 10 franchises to buy with an initial investment under \$150,000. In 2018, it won the Top 50 Franchisee Satisfaction Award based on a survey conducted by FranchiseBusinessReview.

More than 6,000 businesses advertise on Discovery Maps across more than 130 locations. One annual ad on Discovery Map reaches, on average, 500,000 visitors and 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 franchise opportunity, visit <https://discoverymapfranchise.com/>.

### **About Discovery Map**

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 Map 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.