



**FOR IMMEDIATE RELEASE**

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**Rand McNally and Destination America Team Up to Provide Expanded  
Travel Content for Series Favorites**

*Rand McNally offers new editor-curated road trips for a variety of programs in 2013*

**Skokie, Ill., March 26, 2013** – Road travel expert Rand McNally will partner with Discovery Communications' Destination America television network to provide exclusive content beginning this month. Utilizing their deep knowledge of America's small towns and noteworthy attractions nearby, Rand McNally will create custom [road trips](#) and other unique travel features tied to Destination America's hit series such as MONSTERS AND MYSTERIES IN AMERICA and BBQ PITMASTERS.

"As Destination America underscores a connection to unique American travel, working with Rand McNally to provide additional travel editorial was a natural fit. Combining our programming and their content will provide a powerful experience for viewers, allowing them to investigate the areas we showcase with detailed trips, exploring mysteries and creating memories. And what's more American than piling into the car with your family to explore all the great sites this country has to offer," said Marc Etkind, SVP of Content Strategy for Destination America.

The first road trip complements Destination America's MONSTERS AND MYSTERIES IN AMERICA episode airing Sunday, March 31 at 10pm E/P which features the Pacific Northwest. The show spotlights accounts of restless souls in Portland's spooky Shanghai Tunnels, Bigfoot encounters in the mountain wildernesses of northern California and Washington State, and sightings of the serpentine Flathead Lake Monster in Polson, Montana. [Rand McNally's road trip](#) puts travelers in touch with Portland's past (both above ground and below) and contemporary culture before taking them west amid Oregon woodlands and wineries. It then heads north along

the coast, where local legends are as ubiquitous as Pacific mists, to Olympic National Park, where enigmas are wrapped in ancient forests---and vice versa. All along the way, the region's mysteries and most authentic travel experiences unfold.

“Rand McNally is in a unique position as an expert in U.S. road travel to be able to provide rich content that fills a journey with off-the-beaten-path experiences. We look forward to showcasing several of these new road trips during our celebration of the 90<sup>th</sup> Edition of our storied Road Atlas this spring,” said Dave Muscatel, CEO, Rand McNally.

The trips and tips will be made available to the public via e-mails and a link to [Rand McNally's blog](#) from the [Destination America](#) site.

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**About Rand McNally** – Rand McNally is the most trusted source for maps, directions, and travel content. Products and services include: Road travel review site [bestoftheroad.com](#); Interactive travel referral service, [tripology.com](#); America's #1 Road Atlas; RVND™ GPS for RVers; IntelliRoute® truck routing software and navigation devices; TPC 7600 and TND™ 760 mobile fleet management solutions for the transportation industry; and leading geography-based educational resources for the classroom. [randmcnally.com](#)

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**About Destination America** - Destination America is the only network to celebrate the people, places, and stories of the United States. The inclusive network targeting Adults 25-54 is available in 60 million homes, emblazoning television screens with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation. Destination America features travel, food, adventure, home, and natural history, with original series like BBQ Pitmasters, United States of Bacon, A Haunting, Epic, and Buying Alaska. For more information, please visit [DestinationAmerica.com](#), [facebook.com/DestinationAmerica](#), or [twitter.com/DestAmerica](#). Destination America is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 218 countries and territories.