



## FOR IMMEDIATE RELEASE

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## **Rand McNally's Unique Destination Information Now Available in Niantic Labs@Google's Field Trip App**

*Rand McNally to Provide Editor-Curated Best of the Road® Content for App*

**SKOKIE, Ill., Jan. 9, 2014** – For more than 140 years, [Rand McNally](http://randmcnally.com) has been synonymous with road travel, providing navigation and destination information that enhances and inspires the journey. As of today, thousands of unique travel recommendations from Rand McNally will intrigue and engage users of the Field Trip app by Niantic Labs @ Google.

Field Trip is an application that uncovers cool, hidden, and unique things in an area. Running in the background on mobile devices, Field Trip allows users to pre-select categories such as Drinks & Fun, Obscure Places of Interest, Offers & Deals and more and the app provides a notice when approaching the item, including detailed descriptions and photos.

“Rand McNally is excited to share its uniquely American Best of the Road® travel content in a new medium,” said Rebecca Oistad, V.P. of Digital Strategy & Business Development, Rand McNally. “We’ll help Field Trip users explore recommended places to visit, things to do, and the best attractions to see along the way.”

A respected resource for curated travel content and road trip itineraries, Rand McNally's Best of the Road program and website annually searches for the best small towns across America. Each summer, [bestoftheroad.com](http://bestoftheroad.com) draws thousands of votes and user reviews to help discover the best small town destinations across the country.

“Rand McNally's award-winning Best of the Road content will provide a unique perspective and ideas for those dreaming up their next road trip escapade,” said Archit Bhargava of Google, Inc.

"The new data will allow our users to discover sights and destinations off the beaten path or find unexpected experiences along the way."

Rand McNally joins other publishers providing Field Trip thousands of interesting places/experiences that fall under the following categories: Architecture, Historic Places & Events, Lifestyle, Offers & Deals, Food Drinks & Fun, Movie Locations, Outdoor Art and Obscure Places of Interest.

The Field Trip app is available at [www.fieldtripper.com](http://www.fieldtripper.com).

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**About Rand McNally** – Rand McNally is the country's most trusted source for maps, navigation, and travel content. Products and services include: America's #1 Road Atlas; IntelliRoute® truck routing software; TND™ truck GPS; HD 100 E-Log devices; TPC 7600 and TND™ 760 mobile fleet management solutions; RVND™ GPS for RVers; and leading geography-based educational resources for the classroom. Learn more at [randmcnally.com](http://randmcnally.com)

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