



Rand McNally Launches Geography Primer Series for Very Young Children

MapIt!™ Jr. entertains while teaching basic geography concepts

CHICAGO, Apr. 2, 2019 – With the goal of giving children a head start in our interdependent world, Rand McNally today launched a new, innovative series of geography primers for young children. The MapIt!™ Jr. line is comprised of three titles in board book format, designed for young hands and curious explorers. The books are filled with creative narratives and colorful pictures that will delight young learners and help foster a love of geography.

The *MapIt!™ Jr.* series, developed for young children ages 2 to 4, was written by Rand McNally's team of education experts whose goal is to help children begin developing their understanding of the natural and manufactured world from a local to a global scale during their early years.

While steeped in education – the colorful series is available at retail stores and e-commerce sites so parents, grandparents and others may purchase the books for the children in their lives.

“A great early education starts at home, and this new series was designed to introduce spatial thinking and geography fundamentals for young children who are eager to explore the world that they live in,” said Joan Sharp, Rand McNally's Vice President and General Manager of Publishing and Education.

“Toddlerhood through pre-school age is a time of curiosity – and MapIt!™ Jr. builds on this by incorporating learning through fun and imaginative reads to set them on a path towards a successful and educated future,” she continued.

Three Introductory Books in the Series:

- **[MapIt!™ Jr. Landforms](#)**: Explore landforms and their relative locations on a map through a delightful storyline that introduces introducing canyons, caves, mountain ranges, valleys, volcanoes, and so much more in a fun yet educational way.
- **[MapIt!™ Jr. Waterways](#)**: Young learners can begin to understand the importance of America's waterways including coastlines, rivers, lakes, small ponds, and wetlands with colorful illustrations and playful storylines.

- [MapIt!™ Jr. Roads and Trails](#): Invite children to learn about historic routes traveled by early pioneers to modern day scenic highways from coast to coast through interesting facts and stimulating imagery.

The books are compact and durable with thick rounded cardboard pages, designed to withstand hours of exploration.

All three books are available at store.randmcnally.com, bookstores, and online outlets.

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